

National Tracking Poll #2006150  
June 30 - July 03, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between June 30-July 3, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table CMS1\_1:** How comfortable would you be doing the following activities right now?  
Going out to eat at a restaurant or cafe

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                   | 13%              | (277) | 22%                  | (482) | 24%                    | (539) | 35%                | (778) | 6%                      | (125) | 2200    |
| Gender: Male             | 15%              | (160) | 22%                  | (233) | 23%                    | (244) | 33%                | (356) | 6%                      | (69)  | 1062    |
| Gender: Female           | 10%              | (117) | 22%                  | (249) | 26%                    | (294) | 37%                | (422) | 5%                      | (56)  | 1138    |
| Age: 18-34               | 11%              | (73)  | 24%                  | (156) | 28%                    | (184) | 29%                | (187) | 8%                      | (55)  | 655     |
| Age: 35-44               | 17%              | (60)  | 19%                  | (69)  | 27%                    | (97)  | 30%                | (106) | 7%                      | (25)  | 358     |
| Age: 45-64               | 13%              | (97)  | 22%                  | (162) | 23%                    | (173) | 38%                | (286) | 4%                      | (32)  | 751     |
| Age: 65+                 | 11%              | (47)  | 22%                  | (95)  | 19%                    | (84)  | 46%                | (199) | 3%                      | (12)  | 436     |
| GenZers: 1997-2012       | 13%              | (43)  | 20%                  | (68)  | 29%                    | (97)  | 29%                | (97)  | 10%                     | (35)  | 340     |
| Millennials: 1981-1996   | 14%              | (67)  | 23%                  | (114) | 28%                    | (136) | 28%                | (140) | 7%                      | (35)  | 492     |
| GenXers: 1965-1980       | 14%              | (74)  | 21%                  | (114) | 25%                    | (134) | 34%                | (184) | 6%                      | (33)  | 539     |
| Baby Boomers: 1946-1964  | 11%              | (84)  | 23%                  | (171) | 20%                    | (154) | 43%                | (321) | 3%                      | (22)  | 752     |
| PID: Dem (no lean)       | 6%               | (51)  | 18%                  | (146) | 27%                    | (220) | 45%                | (367) | 5%                      | (39)  | 823     |
| PID: Ind (no lean)       | 11%              | (80)  | 22%                  | (158) | 26%                    | (184) | 34%                | (246) | 7%                      | (52)  | 720     |
| PID: Rep (no lean)       | 22%              | (146) | 27%                  | (178) | 21%                    | (135) | 25%                | (165) | 5%                      | (33)  | 657     |
| PID/Gender: Dem Men      | 10%              | (37)  | 17%                  | (61)  | 23%                    | (84)  | 44%                | (160) | 5%                      | (18)  | 360     |
| PID/Gender: Dem Women    | 3%               | (14)  | 18%                  | (85)  | 29%                    | (136) | 45%                | (207) | 5%                      | (21)  | 462     |
| PID/Gender: Ind Men      | 12%              | (44)  | 21%                  | (77)  | 24%                    | (86)  | 34%                | (123) | 9%                      | (31)  | 362     |
| PID/Gender: Ind Women    | 10%              | (35)  | 23%                  | (81)  | 27%                    | (98)  | 34%                | (122) | 6%                      | (21)  | 358     |
| PID/Gender: Rep Men      | 23%              | (79)  | 28%                  | (95)  | 22%                    | (74)  | 21%                | (72)  | 6%                      | (19)  | 339     |
| PID/Gender: Rep Women    | 21%              | (67)  | 26%                  | (83)  | 19%                    | (61)  | 29%                | (93)  | 4%                      | (14)  | 318     |
| Ideo: Liberal (1-3)      | 7%               | (46)  | 15%                  | (95)  | 27%                    | (176) | 47%                | (305) | 4%                      | (23)  | 644     |
| Ideo: Moderate (4)       | 10%              | (56)  | 21%                  | (122) | 25%                    | (144) | 38%                | (219) | 5%                      | (31)  | 572     |
| Ideo: Conservative (5-7) | 20%              | (147) | 30%                  | (220) | 22%                    | (161) | 24%                | (174) | 3%                      | (22)  | 724     |
| Educ: < College          | 13%              | (192) | 21%                  | (317) | 23%                    | (348) | 36%                | (545) | 7%                      | (110) | 1512    |
| Educ: Bachelors degree   | 12%              | (53)  | 24%                  | (109) | 28%                    | (125) | 33%                | (147) | 2%                      | (10)  | 444     |
| Educ: Post-grad          | 13%              | (33)  | 23%                  | (56)  | 27%                    | (65)  | 35%                | (86)  | 2%                      | (5)   | 244     |

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**Table CMS1\_1: How comfortable would you be doing the following activities right now?***Going out to eat at a restaurant or cafe*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                            | 13%              | (277) | 22%                  | (482) | 24%                    | (539) | 35%                | (778) | 6%                      | (125) | 2200    |
| Income: Under 50k                 | 12%              | (145) | 22%                  | (257) | 21%                    | (253) | 36%                | (432) | 9%                      | (103) | 1189    |
| Income: 50k-100k                  | 12%              | (80)  | 22%                  | (146) | 29%                    | (194) | 35%                | (229) | 2%                      | (14)  | 662     |
| Income: 100k+                     | 15%              | (53)  | 23%                  | (79)  | 26%                    | (92)  | 34%                | (117) | 2%                      | (8)   | 349     |
| Ethnicity: White                  | 14%              | (242) | 24%                  | (407) | 23%                    | (399) | 34%                | (589) | 5%                      | (85)  | 1722    |
| Ethnicity: Hispanic               | 10%              | (35)  | 21%                  | (72)  | 31%                    | (107) | 31%                | (108) | 8%                      | (27)  | 349     |
| Ethnicity: Afr. Am.               | 7%               | (20)  | 13%                  | (37)  | 28%                    | (76)  | 44%                | (120) | 8%                      | (22)  | 274     |
| Ethnicity: Other                  | 7%               | (15)  | 19%                  | (38)  | 32%                    | (64)  | 34%                | (69)  | 8%                      | (17)  | 204     |
| All Christian                     | 12%              | (119) | 25%                  | (254) | 25%                    | (253) | 35%                | (356) | 4%                      | (46)  | 1029    |
| All Non-Christian                 | 7%               | (9)   | 21%                  | (25)  | 27%                    | (32)  | 41%                | (49)  | 5%                      | (6)   | 122     |
| Atheist                           | 10%              | (14)  | 18%                  | (25)  | 21%                    | (28)  | 48%                | (64)  | 2%                      | (2)   | 133     |
| Agnostic/Nothing in particular    | 11%              | (59)  | 18%                  | (95)  | 25%                    | (131) | 36%                | (188) | 10%                     | (53)  | 526     |
| Something Else                    | 20%              | (77)  | 21%                  | (83)  | 24%                    | (93)  | 31%                | (120) | 5%                      | (18)  | 391     |
| Religious Non-Protestant/Catholic | 8%               | (13)  | 19%                  | (31)  | 29%                    | (46)  | 37%                | (58)  | 6%                      | (9)   | 156     |
| Evangelical                       | 18%              | (103) | 27%                  | (149) | 22%                    | (121) | 29%                | (163) | 4%                      | (25)  | 560     |
| Non-Evangelical                   | 11%              | (88)  | 22%                  | (181) | 26%                    | (211) | 37%                | (300) | 4%                      | (29)  | 809     |
| Community: Urban                  | 9%               | (56)  | 22%                  | (129) | 25%                    | (147) | 38%                | (223) | 7%                      | (39)  | 594     |
| Community: Suburban               | 12%              | (130) | 22%                  | (233) | 26%                    | (275) | 34%                | (360) | 4%                      | (47)  | 1045    |
| Community: Rural                  | 16%              | (91)  | 21%                  | (119) | 21%                    | (116) | 35%                | (195) | 7%                      | (39)  | 560     |
| Employ: Private Sector            | 12%              | (75)  | 27%                  | (163) | 29%                    | (175) | 30%                | (181) | 3%                      | (18)  | 613     |
| Employ: Government                | 14%              | (21)  | 21%                  | (33)  | 31%                    | (48)  | 28%                | (43)  | 7%                      | (10)  | 154     |
| Employ: Self-Employed             | 18%              | (32)  | 21%                  | (37)  | 19%                    | (34)  | 36%                | (64)  | 6%                      | (11)  | 177     |
| Employ: Homemaker                 | 13%              | (18)  | 22%                  | (30)  | 20%                    | (27)  | 38%                | (51)  | 7%                      | (9)   | 135     |
| Employ: Retired                   | 12%              | (57)  | 20%                  | (97)  | 19%                    | (94)  | 47%                | (231) | 3%                      | (14)  | 492     |
| Employ: Unemployed                | 8%               | (27)  | 18%                  | (59)  | 24%                    | (79)  | 37%                | (119) | 12%                     | (39)  | 323     |
| Employ: Other                     | 20%              | (27)  | 24%                  | (34)  | 20%                    | (28)  | 28%                | (39)  | 8%                      | (12)  | 140     |
| Military HH: Yes                  | 14%              | (47)  | 23%                  | (80)  | 24%                    | (82)  | 33%                | (113) | 6%                      | (21)  | 343     |
| Military HH: No                   | 12%              | (231) | 22%                  | (401) | 25%                    | (457) | 36%                | (665) | 6%                      | (104) | 1857    |
| RD/WT: Right Direction            | 20%              | (119) | 29%                  | (167) | 17%                    | (102) | 26%                | (154) | 7%                      | (42)  | 583     |
| RD/WT: Wrong Track                | 10%              | (158) | 19%                  | (315) | 27%                    | (437) | 39%                | (624) | 5%                      | (82)  | 1617    |

Continued on next page

**Table CMS1\_1: How comfortable would you be doing the following activities right now?**  
*Going out to eat at a restaurant or cafe*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                               | 13%              | (277) | 22%                  | (482) | 24%                    | (539) | 35%                | (778) | 6%                      | (125) | 2200    |
| Trump Job Approve                    | 21%              | (181) | 30%                  | (250) | 20%                    | (165) | 24%                | (207) | 5%                      | (42)  | 845     |
| Trump Job Disapprove                 | 7%               | (92)  | 17%                  | (221) | 28%                    | (359) | 43%                | (549) | 4%                      | (45)  | 1268    |
| Trump Job Strongly Approve           | 28%              | (132) | 27%                  | (126) | 15%                    | (70)  | 24%                | (112) | 5%                      | (25)  | 464     |
| Trump Job Somewhat Approve           | 13%              | (50)  | 33%                  | (124) | 25%                    | (95)  | 25%                | (95)  | 5%                      | (18)  | 381     |
| Trump Job Somewhat Disapprove        | 11%              | (26)  | 23%                  | (54)  | 35%                    | (80)  | 28%                | (65)  | 3%                      | (6)   | 230     |
| Trump Job Strongly Disapprove        | 6%               | (66)  | 16%                  | (168) | 27%                    | (280) | 47%                | (484) | 4%                      | (39)  | 1037    |
| Favorable of Trump                   | 22%              | (183) | 30%                  | (240) | 20%                    | (162) | 25%                | (201) | 3%                      | (28)  | 814     |
| Unfavorable of Trump                 | 7%               | (86)  | 18%                  | (229) | 28%                    | (357) | 44%                | (560) | 4%                      | (45)  | 1278    |
| Very Favorable of Trump              | 29%              | (133) | 26%                  | (123) | 17%                    | (81)  | 24%                | (111) | 4%                      | (17)  | 465     |
| Somewhat Favorable of Trump          | 14%              | (50)  | 34%                  | (118) | 23%                    | (81)  | 26%                | (90)  | 3%                      | (12)  | 349     |
| Somewhat Unfavorable of Trump        | 10%              | (20)  | 26%                  | (54)  | 35%                    | (71)  | 26%                | (54)  | 3%                      | (6)   | 205     |
| Very Unfavorable of Trump            | 6%               | (66)  | 16%                  | (174) | 27%                    | (286) | 47%                | (507) | 4%                      | (39)  | 1072    |
| #1 Issue: Economy                    | 16%              | (112) | 25%                  | (178) | 26%                    | (191) | 29%                | (207) | 5%                      | (34)  | 722     |
| #1 Issue: Security                   | 23%              | (62)  | 27%                  | (71)  | 16%                    | (42)  | 29%                | (77)  | 5%                      | (13)  | 263     |
| #1 Issue: Health Care                | 6%               | (26)  | 18%                  | (76)  | 27%                    | (116) | 45%                | (191) | 4%                      | (18)  | 427     |
| #1 Issue: Medicare / Social Security | 8%               | (23)  | 21%                  | (61)  | 24%                    | (67)  | 42%                | (118) | 5%                      | (14)  | 282     |
| #1 Issue: Women's Issues             | 9%               | (10)  | 26%                  | (28)  | 26%                    | (29)  | 31%                | (34)  | 8%                      | (9)   | 111     |
| #1 Issue: Education                  | 11%              | (14)  | 22%                  | (30)  | 27%                    | (35)  | 23%                | (30)  | 17%                     | (23)  | 132     |
| #1 Issue: Energy                     | 7%               | (6)   | 15%                  | (13)  | 28%                    | (24)  | 41%                | (36)  | 8%                      | (7)   | 88      |
| #1 Issue: Other                      | 14%              | (24)  | 14%                  | (25)  | 20%                    | (35)  | 49%                | (85)  | 4%                      | (7)   | 175     |
| 2018 House Vote: Democrat            | 5%               | (39)  | 18%                  | (139) | 24%                    | (179) | 48%                | (366) | 5%                      | (36)  | 760     |
| 2018 House Vote: Republican          | 23%              | (142) | 29%                  | (176) | 21%                    | (130) | 24%                | (147) | 3%                      | (21)  | 616     |
| 2018 House Vote: Someone else        | 10%              | (7)   | 20%                  | (14)  | 29%                    | (20)  | 31%                | (22)  | 9%                      | (6)   | 70      |
| 2016 Vote: Hillary Clinton           | 5%               | (37)  | 17%                  | (120) | 27%                    | (184) | 46%                | (316) | 5%                      | (32)  | 689     |
| 2016 Vote: Donald Trump              | 20%              | (134) | 29%                  | (190) | 22%                    | (142) | 26%                | (168) | 4%                      | (23)  | 658     |
| 2016 Vote: Other                     | 12%              | (20)  | 20%                  | (32)  | 23%                    | (35)  | 40%                | (63)  | 4%                      | (7)   | 157     |
| 2016 Vote: Didn't Vote               | 12%              | (86)  | 20%                  | (139) | 25%                    | (177) | 33%                | (231) | 9%                      | (63)  | 696     |
| Voted in 2014: Yes                   | 14%              | (171) | 23%                  | (290) | 23%                    | (283) | 37%                | (470) | 3%                      | (41)  | 1255    |
| Voted in 2014: No                    | 11%              | (107) | 20%                  | (192) | 27%                    | (256) | 33%                | (307) | 9%                      | (84)  | 945     |

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**Table CMS1\_1:** How comfortable would you be doing the following activities right now?

Going out to eat at a restaurant or cafe

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                                | 13%              | (277) | 22%                  | (482) | 24%                    | (539) | 35%                | (778) | 6%                      | (125) | 2200    |
| 2012 Vote: Barack Obama               | 7%               | (54)  | 19%                  | (146) | 25%                    | (200) | 46%                | (359) | 3%                      | (26)  | 785     |
| 2012 Vote: Mitt Romney                | 21%              | (103) | 29%                  | (142) | 21%                    | (103) | 27%                | (132) | 3%                      | (17)  | 496     |
| 2012 Vote: Other                      | 22%              | (18)  | 20%                  | (17)  | 22%                    | (18)  | 33%                | (27)  | 4%                      | (3)   | 83      |
| 2012 Vote: Didn't Vote                | 12%              | (102) | 21%                  | (177) | 26%                    | (216) | 31%                | (257) | 9%                      | (79)  | 831     |
| 4-Region: Northeast                   | 9%               | (34)  | 23%                  | (89)  | 24%                    | (94)  | 40%                | (156) | 5%                      | (21)  | 394     |
| 4-Region: Midwest                     | 13%              | (61)  | 23%                  | (107) | 24%                    | (110) | 34%                | (157) | 6%                      | (27)  | 462     |
| 4-Region: South                       | 15%              | (125) | 21%                  | (174) | 23%                    | (190) | 34%                | (281) | 7%                      | (54)  | 824     |
| 4-Region: West                        | 11%              | (57)  | 22%                  | (112) | 28%                    | (145) | 35%                | (184) | 4%                      | (22)  | 520     |
| Frequent Flyer                        | 15%              | (42)  | 23%                  | (62)  | 28%                    | (78)  | 26%                | (70)  | 8%                      | (22)  | 273     |
| International Travel                  | 15%              | (64)  | 20%                  | (85)  | 29%                    | (123) | 29%                | (124) | 6%                      | (25)  | 420     |
| Sports fans                           | 13%              | (185) | 24%                  | (351) | 26%                    | (377) | 33%                | (482) | 4%                      | (62)  | 1457    |
| Heard a lot/some about new H1N1       | 11%              | (113) | 20%                  | (200) | 25%                    | (245) | 40%                | (403) | 4%                      | (36)  | 997     |
| Heard not much/nothing about new H1N1 | 14%              | (164) | 23%                  | (282) | 24%                    | (294) | 31%                | (375) | 7%                      | (89)  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_2: How comfortable would you be doing the following activities right now?**  
*Going to the movies*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 8%               | (175) | 12%                  | (253) | 19%                    | (412) | 54%                | (1195) | 7%                      | (165) | 2200    |
| Gender: Male             | 9%               | (100) | 14%                  | (146) | 19%                    | (205) | 49%                | (525)  | 8%                      | (87)  | 1062    |
| Gender: Female           | 7%               | (75)  | 9%                   | (108) | 18%                    | (207) | 59%                | (671)  | 7%                      | (78)  | 1138    |
| Age: 18-34               | 10%              | (64)  | 12%                  | (76)  | 24%                    | (159) | 46%                | (302)  | 8%                      | (54)  | 655     |
| Age: 35-44               | 12%              | (42)  | 13%                  | (47)  | 19%                    | (67)  | 48%                | (173)  | 8%                      | (28)  | 358     |
| Age: 45-64               | 7%               | (53)  | 13%                  | (99)  | 17%                    | (128) | 55%                | (412)  | 8%                      | (60)  | 751     |
| Age: 65+                 | 4%               | (17)  | 7%                   | (31)  | 13%                    | (58)  | 71%                | (308)  | 5%                      | (23)  | 436     |
| GenZers: 1997-2012       | 12%              | (41)  | 8%                   | (28)  | 25%                    | (85)  | 45%                | (154)  | 9%                      | (31)  | 340     |
| Millennials: 1981-1996   | 9%               | (45)  | 14%                  | (70)  | 20%                    | (100) | 48%                | (235)  | 8%                      | (41)  | 492     |
| GenXers: 1965-1980       | 9%               | (48)  | 13%                  | (71)  | 19%                    | (102) | 51%                | (277)  | 7%                      | (40)  | 539     |
| Baby Boomers: 1946-1964  | 5%               | (36)  | 11%                  | (80)  | 16%                    | (121) | 62%                | (465)  | 7%                      | (50)  | 752     |
| PID: Dem (no lean)       | 4%               | (32)  | 8%                   | (66)  | 19%                    | (155) | 63%                | (519)  | 6%                      | (51)  | 823     |
| PID: Ind (no lean)       | 9%               | (64)  | 12%                  | (86)  | 19%                    | (137) | 53%                | (380)  | 7%                      | (54)  | 720     |
| PID: Rep (no lean)       | 12%              | (80)  | 15%                  | (101) | 18%                    | (119) | 45%                | (297)  | 9%                      | (60)  | 657     |
| PID/Gender: Dem Men      | 5%               | (17)  | 10%                  | (35)  | 19%                    | (70)  | 58%                | (211)  | 8%                      | (28)  | 360     |
| PID/Gender: Dem Women    | 3%               | (14)  | 7%                   | (31)  | 18%                    | (86)  | 67%                | (308)  | 5%                      | (23)  | 462     |
| PID/Gender: Ind Men      | 11%              | (38)  | 12%                  | (43)  | 19%                    | (68)  | 51%                | (185)  | 8%                      | (28)  | 362     |
| PID/Gender: Ind Women    | 7%               | (26)  | 12%                  | (43)  | 19%                    | (69)  | 55%                | (195)  | 7%                      | (26)  | 358     |
| PID/Gender: Rep Men      | 13%              | (44)  | 20%                  | (68)  | 20%                    | (67)  | 38%                | (130)  | 9%                      | (31)  | 339     |
| PID/Gender: Rep Women    | 11%              | (35)  | 11%                  | (34)  | 17%                    | (52)  | 53%                | (167)  | 9%                      | (29)  | 318     |
| Ideo: Liberal (1-3)      | 5%               | (32)  | 8%                   | (50)  | 18%                    | (117) | 66%                | (423)  | 4%                      | (24)  | 644     |
| Ideo: Moderate (4)       | 7%               | (40)  | 9%                   | (50)  | 20%                    | (117) | 57%                | (326)  | 7%                      | (40)  | 572     |
| Ideo: Conservative (5-7) | 10%              | (74)  | 18%                  | (130) | 18%                    | (133) | 46%                | (334)  | 7%                      | (53)  | 724     |
| Educ: < College          | 9%               | (138) | 12%                  | (177) | 18%                    | (267) | 52%                | (789)  | 9%                      | (141) | 1512    |
| Educ: Bachelors degree   | 5%               | (23)  | 11%                  | (48)  | 21%                    | (94)  | 59%                | (261)  | 4%                      | (18)  | 444     |
| Educ: Post-grad          | 6%               | (15)  | 11%                  | (28)  | 21%                    | (50)  | 60%                | (146)  | 2%                      | (6)   | 244     |
| Income: Under 50k        | 9%               | (111) | 12%                  | (142) | 17%                    | (202) | 52%                | (616)  | 10%                     | (118) | 1189    |
| Income: 50k-100k         | 7%               | (46)  | 11%                  | (70)  | 21%                    | (140) | 56%                | (373)  | 5%                      | (34)  | 662     |
| Income: 100k+            | 5%               | (18)  | 12%                  | (42)  | 20%                    | (69)  | 59%                | (207)  | 4%                      | (13)  | 349     |
| Ethnicity: White         | 8%               | (141) | 12%                  | (202) | 18%                    | (315) | 54%                | (938)  | 7%                      | (127) | 1722    |
| Ethnicity: Hispanic      | 11%              | (37)  | 12%                  | (41)  | 23%                    | (80)  | 46%                | (160)  | 9%                      | (31)  | 349     |

Continued on next page

**Table CMS1\_2:** How comfortable would you be doing the following activities right now?*Going to the movies*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 8%               | (175) | 12%                  | (253) | 19%                    | (412) | 54%                | (1195) | 7%                      | (165) | 2200    |
| Ethnicity: Afr. Am.               | 5%               | (13)  | 13%                  | (37)  | 21%                    | (58)  | 52%                | (142)  | 9%                      | (24)  | 274     |
| Ethnicity: Other                  | 11%              | (22)  | 7%                   | (14)  | 19%                    | (38)  | 57%                | (116)  | 7%                      | (13)  | 204     |
| All Christian                     | 6%               | (65)  | 12%                  | (120) | 19%                    | (199) | 56%                | (577)  | 6%                      | (67)  | 1029    |
| All Non-Christian                 | 6%               | (7)   | 12%                  | (15)  | 12%                    | (14)  | 66%                | (81)   | 4%                      | (4)   | 122     |
| Atheist                           | 7%               | (10)  | 13%                  | (18)  | 17%                    | (22)  | 60%                | (80)   | 3%                      | (4)   | 133     |
| Agnostic/Nothing in particular    | 8%               | (41)  | 11%                  | (56)  | 17%                    | (92)  | 53%                | (279)  | 11%                     | (57)  | 526     |
| Something Else                    | 13%              | (52)  | 11%                  | (44)  | 22%                    | (84)  | 46%                | (179)  | 8%                      | (32)  | 391     |
| Religious Non-Protestant/Catholic | 6%               | (10)  | 11%                  | (17)  | 15%                    | (23)  | 62%                | (97)   | 6%                      | (9)   | 156     |
| Evangelical                       | 12%              | (66)  | 11%                  | (64)  | 20%                    | (113) | 49%                | (273)  | 8%                      | (44)  | 560     |
| Non-Evangelical                   | 6%               | (47)  | 12%                  | (97)  | 20%                    | (161) | 57%                | (460)  | 5%                      | (43)  | 809     |
| Community: Urban                  | 7%               | (41)  | 12%                  | (73)  | 19%                    | (113) | 55%                | (328)  | 7%                      | (40)  | 594     |
| Community: Suburban               | 7%               | (68)  | 12%                  | (127) | 19%                    | (200) | 56%                | (586)  | 6%                      | (63)  | 1045    |
| Community: Rural                  | 12%              | (66)  | 10%                  | (53)  | 18%                    | (98)  | 50%                | (281)  | 11%                     | (62)  | 560     |
| Employ: Private Sector            | 7%               | (46)  | 15%                  | (90)  | 22%                    | (138) | 51%                | (310)  | 5%                      | (30)  | 613     |
| Employ: Government                | 10%              | (15)  | 7%                   | (10)  | 22%                    | (34)  | 54%                | (83)   | 7%                      | (11)  | 154     |
| Employ: Self-Employed             | 15%              | (27)  | 10%                  | (18)  | 12%                    | (22)  | 54%                | (95)   | 8%                      | (15)  | 177     |
| Employ: Homemaker                 | 6%               | (9)   | 13%                  | (18)  | 15%                    | (20)  | 53%                | (72)   | 13%                     | (17)  | 135     |
| Employ: Retired                   | 5%               | (24)  | 7%                   | (34)  | 13%                    | (65)  | 69%                | (337)  | 6%                      | (32)  | 492     |
| Employ: Unemployed                | 6%               | (20)  | 16%                  | (52)  | 19%                    | (60)  | 48%                | (155)  | 11%                     | (36)  | 323     |
| Employ: Other                     | 16%              | (22)  | 13%                  | (18)  | 22%                    | (31)  | 40%                | (55)   | 9%                      | (13)  | 140     |
| Military HH: Yes                  | 8%               | (28)  | 11%                  | (36)  | 20%                    | (68)  | 52%                | (179)  | 9%                      | (32)  | 343     |
| Military HH: No                   | 8%               | (147) | 12%                  | (217) | 19%                    | (344) | 55%                | (1016) | 7%                      | (132) | 1857    |
| RD/WT: Right Direction            | 14%              | (79)  | 16%                  | (91)  | 19%                    | (111) | 41%                | (239)  | 11%                     | (64)  | 583     |
| RD/WT: Wrong Track                | 6%               | (97)  | 10%                  | (162) | 19%                    | (301) | 59%                | (956)  | 6%                      | (101) | 1617    |
| Trump Job Approve                 | 12%              | (105) | 16%                  | (139) | 19%                    | (164) | 43%                | (367)  | 8%                      | (70)  | 845     |
| Trump Job Disapprove              | 5%               | (64)  | 9%                   | (108) | 18%                    | (228) | 64%                | (808)  | 5%                      | (60)  | 1268    |
| Trump Job Strongly Approve        | 19%              | (87)  | 16%                  | (74)  | 15%                    | (71)  | 42%                | (193)  | 8%                      | (39)  | 464     |
| Trump Job Somewhat Approve        | 5%               | (19)  | 17%                  | (65)  | 24%                    | (92)  | 46%                | (174)  | 8%                      | (31)  | 381     |
| Trump Job Somewhat Disapprove     | 5%               | (11)  | 15%                  | (34)  | 23%                    | (52)  | 55%                | (127)  | 3%                      | (7)   | 230     |
| Trump Job Strongly Disapprove     | 5%               | (53)  | 7%                   | (74)  | 17%                    | (176) | 66%                | (681)  | 5%                      | (53)  | 1037    |

Continued on next page

**Table CMS1\_2: How comfortable would you be doing the following activities right now?**  
*Going to the movies*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 8%               | (175) | 12%                  | (253) | 19%                    | (412) | 54%                | (1195) | 7%                      | (165) | 2200    |
| Favorable of Trump                   | 13%              | (108) | 17%                  | (140) | 20%                    | (166) | 42%                | (343)  | 7%                      | (59)  | 814     |
| Unfavorable of Trump                 | 5%               | (61)  | 8%                   | (108) | 18%                    | (228) | 65%                | (825)  | 4%                      | (55)  | 1278    |
| Very Favorable of Trump              | 19%              | (89)  | 15%                  | (71)  | 17%                    | (78)  | 41%                | (192)  | 8%                      | (35)  | 465     |
| Somewhat Favorable of Trump          | 5%               | (18)  | 20%                  | (69)  | 25%                    | (88)  | 43%                | (151)  | 7%                      | (23)  | 349     |
| Somewhat Unfavorable of Trump        | 7%               | (14)  | 16%                  | (33)  | 21%                    | (44)  | 53%                | (109)  | 3%                      | (5)   | 205     |
| Very Unfavorable of Trump            | 4%               | (47)  | 7%                   | (75)  | 17%                    | (184) | 67%                | (716)  | 5%                      | (50)  | 1072    |
| #1 Issue: Economy                    | 9%               | (65)  | 15%                  | (110) | 21%                    | (149) | 49%                | (357)  | 6%                      | (42)  | 722     |
| #1 Issue: Security                   | 16%              | (43)  | 12%                  | (31)  | 15%                    | (39)  | 46%                | (120)  | 11%                     | (30)  | 263     |
| #1 Issue: Health Care                | 4%               | (16)  | 10%                  | (42)  | 19%                    | (82)  | 62%                | (265)  | 5%                      | (22)  | 427     |
| #1 Issue: Medicare / Social Security | 7%               | (21)  | 6%                   | (18)  | 13%                    | (36)  | 67%                | (190)  | 6%                      | (17)  | 282     |
| #1 Issue: Women's Issues             | 3%               | (3)   | 15%                  | (17)  | 19%                    | (21)  | 54%                | (60)   | 9%                      | (10)  | 111     |
| #1 Issue: Education                  | 7%               | (10)  | 7%                   | (10)  | 27%                    | (36)  | 38%                | (51)   | 19%                     | (26)  | 132     |
| #1 Issue: Energy                     | 8%               | (7)   | 12%                  | (11)  | 26%                    | (23)  | 46%                | (40)   | 8%                      | (7)   | 88      |
| #1 Issue: Other                      | 7%               | (12)  | 8%                   | (14)  | 14%                    | (24)  | 64%                | (113)  | 7%                      | (12)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (21)  | 8%                   | (64)  | 17%                    | (131) | 66%                | (499)  | 6%                      | (45)  | 760     |
| 2018 House Vote: Republican          | 13%              | (79)  | 16%                  | (100) | 18%                    | (112) | 45%                | (278)  | 8%                      | (48)  | 616     |
| 2018 House Vote: Someone else        | 8%               | (6)   | 7%                   | (5)   | 16%                    | (11)  | 60%                | (42)   | 8%                      | (6)   | 70      |
| 2016 Vote: Hillary Clinton           | 3%               | (24)  | 8%                   | (55)  | 18%                    | (125) | 65%                | (445)  | 6%                      | (41)  | 689     |
| 2016 Vote: Donald Trump              | 11%              | (75)  | 17%                  | (109) | 17%                    | (114) | 47%                | (310)  | 8%                      | (50)  | 658     |
| 2016 Vote: Other                     | 4%               | (7)   | 8%                   | (13)  | 19%                    | (30)  | 62%                | (97)   | 6%                      | (10)  | 157     |
| 2016 Vote: Didn't Vote               | 10%              | (70)  | 11%                  | (76)  | 21%                    | (143) | 49%                | (343)  | 9%                      | (64)  | 696     |
| Voted in 2014: Yes                   | 7%               | (87)  | 12%                  | (155) | 17%                    | (209) | 58%                | (724)  | 6%                      | (79)  | 1255    |
| Voted in 2014: No                    | 9%               | (88)  | 10%                  | (98)  | 21%                    | (203) | 50%                | (471)  | 9%                      | (85)  | 945     |
| 2012 Vote: Barack Obama              | 4%               | (28)  | 10%                  | (80)  | 17%                    | (136) | 64%                | (502)  | 5%                      | (39)  | 785     |
| 2012 Vote: Mitt Romney               | 10%              | (52)  | 15%                  | (74)  | 16%                    | (79)  | 51%                | (252)  | 8%                      | (39)  | 496     |
| 2012 Vote: Other                     | 11%              | (9)   | 14%                  | (12)  | 15%                    | (12)  | 56%                | (47)   | 4%                      | (3)   | 83      |
| 2012 Vote: Didn't Vote               | 10%              | (86)  | 11%                  | (88)  | 22%                    | (184) | 47%                | (390)  | 10%                     | (83)  | 831     |

Continued on next page



**Table CMS1\_2:** How comfortable would you be doing the following activities right now?*Going to the movies*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 8%               | (175) | 12%                  | (253) | 19%                    | (412) | 54%                | (1195) | 7%                      | (165) | 2200    |
| 4-Region: Northeast                   | 4%               | (16)  | 14%                  | (56)  | 19%                    | (74)  | 58%                | (227)  | 5%                      | (21)  | 394     |
| 4-Region: Midwest                     | 10%              | (46)  | 10%                  | (49)  | 16%                    | (76)  | 54%                | (250)  | 9%                      | (42)  | 462     |
| 4-Region: South                       | 10%              | (83)  | 11%                  | (95)  | 17%                    | (142) | 53%                | (434)  | 9%                      | (71)  | 824     |
| 4-Region: West                        | 6%               | (31)  | 10%                  | (54)  | 23%                    | (121) | 55%                | (284)  | 6%                      | (31)  | 520     |
| Frequent Flyer                        | 12%              | (34)  | 8%                   | (22)  | 21%                    | (56)  | 51%                | (140)  | 7%                      | (20)  | 273     |
| International Travel                  | 9%               | (40)  | 13%                  | (54)  | 18%                    | (76)  | 54%                | (227)  | 6%                      | (24)  | 420     |
| Sports fans                           | 8%               | (119) | 13%                  | (188) | 21%                    | (313) | 51%                | (746)  | 6%                      | (91)  | 1457    |
| Heard a lot/some about new H1N1       | 8%               | (77)  | 11%                  | (111) | 19%                    | (189) | 57%                | (572)  | 5%                      | (48)  | 997     |
| Heard not much/nothing about new H1N1 | 8%               | (99)  | 12%                  | (142) | 19%                    | (223) | 52%                | (623)  | 10%                     | (117) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_3: How comfortable would you be doing the following activities right now?**

*Going to a concert*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 7%               | (144) | 8%                   | (170) | 13%                    | (286) | 65%                | (1419) | 8%                      | (181) | 2200    |
| Gender: Male             | 8%               | (80)  | 10%                  | (106) | 15%                    | (155) | 59%                | (626)  | 9%                      | (94)  | 1062    |
| Gender: Female           | 6%               | (63)  | 6%                   | (64)  | 11%                    | (131) | 70%                | (793)  | 8%                      | (87)  | 1138    |
| Age: 18-34               | 6%               | (38)  | 9%                   | (62)  | 15%                    | (98)  | 61%                | (398)  | 9%                      | (58)  | 655     |
| Age: 35-44               | 12%              | (43)  | 6%                   | (20)  | 16%                    | (58)  | 56%                | (200)  | 10%                     | (37)  | 358     |
| Age: 45-64               | 7%               | (49)  | 9%                   | (70)  | 12%                    | (88)  | 65%                | (489)  | 7%                      | (55)  | 751     |
| Age: 65+                 | 3%               | (14)  | 4%                   | (18)  | 9%                     | (41)  | 76%                | (332)  | 7%                      | (31)  | 436     |
| GenZers: 1997-2012       | 7%               | (25)  | 8%                   | (26)  | 14%                    | (48)  | 60%                | (203)  | 11%                     | (38)  | 340     |
| Millennials: 1981-1996   | 7%               | (37)  | 10%                  | (47)  | 16%                    | (80)  | 58%                | (287)  | 8%                      | (40)  | 492     |
| GenXers: 1965-1980       | 9%               | (46)  | 8%                   | (41)  | 13%                    | (68)  | 63%                | (338)  | 8%                      | (45)  | 539     |
| Baby Boomers: 1946-1964  | 4%               | (32)  | 7%                   | (52)  | 11%                    | (82)  | 71%                | (532)  | 7%                      | (53)  | 752     |
| PID: Dem (no lean)       | 3%               | (23)  | 5%                   | (38)  | 12%                    | (99)  | 74%                | (613)  | 6%                      | (50)  | 823     |
| PID: Ind (no lean)       | 7%               | (49)  | 8%                   | (55)  | 12%                    | (89)  | 63%                | (452)  | 10%                     | (74)  | 720     |
| PID: Rep (no lean)       | 11%              | (71)  | 12%                  | (77)  | 15%                    | (98)  | 54%                | (354)  | 9%                      | (57)  | 657     |
| PID/Gender: Dem Men      | 4%               | (15)  | 6%                   | (20)  | 14%                    | (52)  | 68%                | (244)  | 8%                      | (29)  | 360     |
| PID/Gender: Dem Women    | 2%               | (8)   | 4%                   | (18)  | 10%                    | (47)  | 80%                | (369)  | 5%                      | (21)  | 462     |
| PID/Gender: Ind Men      | 7%               | (27)  | 8%                   | (30)  | 12%                    | (45)  | 61%                | (220)  | 11%                     | (40)  | 362     |
| PID/Gender: Ind Women    | 6%               | (22)  | 7%                   | (24)  | 12%                    | (44)  | 65%                | (233)  | 10%                     | (34)  | 358     |
| PID/Gender: Rep Men      | 11%              | (38)  | 16%                  | (56)  | 17%                    | (59)  | 48%                | (162)  | 7%                      | (25)  | 339     |
| PID/Gender: Rep Women    | 10%              | (33)  | 7%                   | (22)  | 12%                    | (39)  | 60%                | (192)  | 10%                     | (32)  | 318     |
| Ideo: Liberal (1-3)      | 3%               | (19)  | 5%                   | (33)  | 12%                    | (74)  | 76%                | (492)  | 4%                      | (26)  | 644     |
| Ideo: Moderate (4)       | 6%               | (37)  | 8%                   | (44)  | 14%                    | (77)  | 66%                | (375)  | 7%                      | (39)  | 572     |
| Ideo: Conservative (5-7) | 10%              | (70)  | 12%                  | (88)  | 15%                    | (112) | 56%                | (406)  | 6%                      | (47)  | 724     |
| Educ: < College          | 7%               | (105) | 8%                   | (117) | 12%                    | (188) | 62%                | (945)  | 10%                     | (158) | 1512    |
| Educ: Bachelors degree   | 5%               | (23)  | 8%                   | (34)  | 14%                    | (64)  | 69%                | (305)  | 4%                      | (18)  | 444     |
| Educ: Post-grad          | 7%               | (17)  | 8%                   | (19)  | 14%                    | (34)  | 70%                | (170)  | 2%                      | (5)   | 244     |
| Income: Under 50k        | 7%               | (87)  | 8%                   | (90)  | 12%                    | (146) | 60%                | (715)  | 13%                     | (152) | 1189    |
| Income: 50k-100k         | 5%               | (36)  | 9%                   | (57)  | 13%                    | (87)  | 70%                | (462)  | 3%                      | (20)  | 662     |
| Income: 100k+            | 6%               | (21)  | 7%                   | (24)  | 15%                    | (53)  | 69%                | (242)  | 3%                      | (9)   | 349     |
| Ethnicity: White         | 7%               | (122) | 8%                   | (137) | 14%                    | (233) | 64%                | (1098) | 8%                      | (132) | 1722    |
| Ethnicity: Hispanic      | 8%               | (26)  | 7%                   | (26)  | 16%                    | (56)  | 59%                | (207)  | 10%                     | (34)  | 349     |

Continued on next page

**Table CMS1\_3: How comfortable would you be doing the following activities right now?***Going to a concert*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 7%               | (144) | 8%                   | (170) | 13%                    | (286) | 65%                | (1419) | 8%                      | (181) | 2200    |
| Ethnicity: Afr. Am.               | 3%               | (7)   | 8%                   | (21)  | 11%                    | (31)  | 67%                | (183)  | 12%                     | (33)  | 274     |
| Ethnicity: Other                  | 7%               | (14)  | 6%                   | (12)  | 11%                    | (23)  | 68%                | (139)  | 8%                      | (16)  | 204     |
| All Christian                     | 6%               | (59)  | 8%                   | (79)  | 14%                    | (143) | 66%                | (679)  | 7%                      | (69)  | 1029    |
| All Non-Christian                 | 4%               | (5)   | 6%                   | (7)   | 9%                     | (11)  | 75%                | (91)   | 6%                      | (7)   | 122     |
| Atheist                           | 3%               | (5)   | 8%                   | (11)  | 10%                    | (13)  | 73%                | (97)   | 6%                      | (8)   | 133     |
| Agnostic/Nothing in particular    | 6%               | (30)  | 8%                   | (42)  | 14%                    | (71)  | 62%                | (327)  | 11%                     | (56)  | 526     |
| Something Else                    | 12%              | (45)  | 8%                   | (31)  | 12%                    | (48)  | 58%                | (225)  | 11%                     | (42)  | 391     |
| Religious Non-Protestant/Catholic | 5%               | (7)   | 6%                   | (10)  | 10%                    | (16)  | 72%                | (112)  | 7%                      | (11)  | 156     |
| Evangelical                       | 10%              | (57)  | 10%                  | (53)  | 15%                    | (85)  | 57%                | (318)  | 8%                      | (47)  | 560     |
| Non-Evangelical                   | 5%               | (44)  | 6%                   | (52)  | 12%                    | (101) | 69%                | (560)  | 7%                      | (53)  | 809     |
| Community: Urban                  | 6%               | (37)  | 7%                   | (39)  | 15%                    | (90)  | 64%                | (378)  | 8%                      | (50)  | 594     |
| Community: Suburban               | 5%               | (55)  | 9%                   | (90)  | 13%                    | (139) | 66%                | (694)  | 6%                      | (67)  | 1045    |
| Community: Rural                  | 9%               | (52)  | 7%                   | (40)  | 10%                    | (57)  | 62%                | (347)  | 11%                     | (64)  | 560     |
| Employ: Private Sector            | 7%               | (43)  | 11%                  | (67)  | 18%                    | (109) | 60%                | (370)  | 4%                      | (24)  | 613     |
| Employ: Government                | 8%               | (12)  | 7%                   | (10)  | 13%                    | (20)  | 65%                | (100)  | 8%                      | (12)  | 154     |
| Employ: Self-Employed             | 12%              | (22)  | 6%                   | (11)  | 11%                    | (19)  | 60%                | (106)  | 11%                     | (19)  | 177     |
| Employ: Homemaker                 | 9%               | (12)  | 5%                   | (7)   | 10%                    | (13)  | 66%                | (89)   | 11%                     | (15)  | 135     |
| Employ: Retired                   | 4%               | (18)  | 6%                   | (28)  | 9%                     | (43)  | 75%                | (367)  | 7%                      | (36)  | 492     |
| Employ: Unemployed                | 5%               | (17)  | 7%                   | (22)  | 13%                    | (41)  | 65%                | (209)  | 10%                     | (34)  | 323     |
| Employ: Other                     | 11%              | (15)  | 6%                   | (9)   | 11%                    | (16)  | 54%                | (75)   | 18%                     | (25)  | 140     |
| Military HH: Yes                  | 7%               | (25)  | 7%                   | (25)  | 14%                    | (47)  | 62%                | (214)  | 9%                      | (32)  | 343     |
| Military HH: No                   | 6%               | (118) | 8%                   | (145) | 13%                    | (239) | 65%                | (1206) | 8%                      | (149) | 1857    |
| RD/WT: Right Direction            | 13%              | (74)  | 12%                  | (70)  | 15%                    | (86)  | 50%                | (292)  | 10%                     | (61)  | 583     |
| RD/WT: Wrong Track                | 4%               | (70)  | 6%                   | (100) | 12%                    | (200) | 70%                | (1128) | 7%                      | (120) | 1617    |
| Trump Job Approve                 | 12%              | (99)  | 12%                  | (104) | 15%                    | (128) | 52%                | (437)  | 9%                      | (77)  | 845     |
| Trump Job Disapprove              | 3%               | (41)  | 5%                   | (60)  | 12%                    | (149) | 75%                | (952)  | 5%                      | (66)  | 1268    |
| Trump Job Strongly Approve        | 17%              | (80)  | 13%                  | (62)  | 13%                    | (59)  | 47%                | (217)  | 10%                     | (47)  | 464     |
| Trump Job Somewhat Approve        | 5%               | (19)  | 11%                  | (42)  | 18%                    | (69)  | 58%                | (221)  | 8%                      | (30)  | 381     |
| Trump Job Somewhat Disapprove     | 4%               | (8)   | 9%                   | (21)  | 17%                    | (39)  | 68%                | (157)  | 3%                      | (6)   | 230     |
| Trump Job Strongly Disapprove     | 3%               | (33)  | 4%                   | (39)  | 11%                    | (111) | 77%                | (795)  | 6%                      | (59)  | 1037    |

Continued on next page

**Table CMS1\_3: How comfortable would you be doing the following activities right now?**

*Going to a concert*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 7%               | (144) | 8%                   | (170) | 13%                    | (286) | 65%                | (1419) | 8%                      | (181) | 2200    |
| Favorable of Trump                   | 13%              | (105) | 13%                  | (102) | 15%                    | (123) | 51%                | (417)  | 8%                      | (67)  | 814     |
| Unfavorable of Trump                 | 3%               | (34)  | 5%                   | (64)  | 12%                    | (153) | 76%                | (968)  | 4%                      | (57)  | 1278    |
| Very Favorable of Trump              | 18%              | (82)  | 13%                  | (61)  | 13%                    | (61)  | 47%                | (218)  | 9%                      | (42)  | 465     |
| Somewhat Favorable of Trump          | 6%               | (23)  | 12%                  | (41)  | 18%                    | (62)  | 57%                | (199)  | 7%                      | (25)  | 349     |
| Somewhat Unfavorable of Trump        | 3%               | (6)   | 10%                  | (21)  | 21%                    | (42)  | 64%                | (130)  | 3%                      | (5)   | 205     |
| Very Unfavorable of Trump            | 3%               | (28)  | 4%                   | (43)  | 10%                    | (111) | 78%                | (838)  | 5%                      | (52)  | 1072    |
| #1 Issue: Economy                    | 7%               | (53)  | 9%                   | (64)  | 15%                    | (106) | 63%                | (458)  | 6%                      | (41)  | 722     |
| #1 Issue: Security                   | 14%              | (37)  | 11%                  | (29)  | 10%                    | (26)  | 52%                | (138)  | 12%                     | (33)  | 263     |
| #1 Issue: Health Care                | 4%               | (17)  | 5%                   | (19)  | 14%                    | (58)  | 72%                | (308)  | 6%                      | (25)  | 427     |
| #1 Issue: Medicare / Social Security | 2%               | (7)   | 7%                   | (20)  | 9%                     | (27)  | 72%                | (204)  | 9%                      | (24)  | 282     |
| #1 Issue: Women's Issues             | 3%               | (3)   | 5%                   | (6)   | 20%                    | (22)  | 64%                | (71)   | 9%                      | (9)   | 111     |
| #1 Issue: Education                  | 6%               | (8)   | 5%                   | (7)   | 16%                    | (22)  | 53%                | (70)   | 20%                     | (26)  | 132     |
| #1 Issue: Energy                     | 8%               | (7)   | 10%                  | (8)   | 17%                    | (15)  | 56%                | (49)   | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 7%               | (13)  | 9%                   | (16)  | 6%                     | (11)  | 69%                | (121)  | 8%                      | (14)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (20)  | 3%                   | (24)  | 11%                    | (83)  | 78%                | (589)  | 6%                      | (44)  | 760     |
| 2018 House Vote: Republican          | 12%              | (73)  | 13%                  | (80)  | 15%                    | (93)  | 52%                | (320)  | 8%                      | (49)  | 616     |
| 2018 House Vote: Someone else        | 5%               | (4)   | 2%                   | (1)   | 14%                    | (10)  | 65%                | (45)   | 14%                     | (10)  | 70      |
| 2016 Vote: Hillary Clinton           | 2%               | (15)  | 4%                   | (26)  | 11%                    | (78)  | 77%                | (529)  | 6%                      | (40)  | 689     |
| 2016 Vote: Donald Trump              | 11%              | (70)  | 12%                  | (81)  | 15%                    | (98)  | 54%                | (356)  | 8%                      | (53)  | 658     |
| 2016 Vote: Other                     | 5%               | (8)   | 4%                   | (7)   | 14%                    | (23)  | 71%                | (111)  | 5%                      | (8)   | 157     |
| 2016 Vote: Didn't Vote               | 7%               | (50)  | 8%                   | (56)  | 13%                    | (87)  | 61%                | (422)  | 11%                     | (80)  | 696     |
| Voted in 2014: Yes                   | 7%               | (85)  | 7%                   | (85)  | 13%                    | (164) | 67%                | (839)  | 7%                      | (83)  | 1255    |
| Voted in 2014: No                    | 6%               | (59)  | 9%                   | (85)  | 13%                    | (122) | 61%                | (580)  | 10%                     | (98)  | 945     |
| 2012 Vote: Barack Obama              | 3%               | (27)  | 5%                   | (41)  | 11%                    | (87)  | 75%                | (587)  | 6%                      | (44)  | 785     |
| 2012 Vote: Mitt Romney               | 10%              | (48)  | 10%                  | (50)  | 15%                    | (73)  | 59%                | (290)  | 7%                      | (34)  | 496     |
| 2012 Vote: Other                     | 11%              | (9)   | 8%                   | (7)   | 11%                    | (9)   | 62%                | (52)   | 8%                      | (6)   | 83      |
| 2012 Vote: Didn't Vote               | 7%               | (60)  | 9%                   | (73)  | 14%                    | (116) | 58%                | (486)  | 12%                     | (97)  | 831     |

Continued on next page

**Table CMS1\_3:** How comfortable would you be doing the following activities right now?*Going to a concert*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 7%               | (144) | 8%                   | (170) | 13%                    | (286) | 65%                | (1419) | 8%                      | (181) | 2200    |
| 4-Region: Northeast                   | 3%               | (13)  | 9%                   | (36)  | 12%                    | (49)  | 67%                | (262)  | 9%                      | (34)  | 394     |
| 4-Region: Midwest                     | 8%               | (37)  | 6%                   | (29)  | 11%                    | (52)  | 65%                | (301)  | 9%                      | (42)  | 462     |
| 4-Region: South                       | 8%               | (68)  | 8%                   | (66)  | 12%                    | (101) | 63%                | (517)  | 9%                      | (73)  | 824     |
| 4-Region: West                        | 5%               | (25)  | 7%                   | (39)  | 16%                    | (85)  | 65%                | (340)  | 6%                      | (32)  | 520     |
| Frequent Flyer                        | 9%               | (26)  | 10%                  | (28)  | 14%                    | (38)  | 60%                | (163)  | 7%                      | (19)  | 273     |
| International Travel                  | 6%               | (26)  | 12%                  | (50)  | 13%                    | (54)  | 62%                | (260)  | 7%                      | (30)  | 420     |
| Sports fans                           | 6%               | (85)  | 9%                   | (132) | 15%                    | (221) | 63%                | (920)  | 7%                      | (99)  | 1457    |
| Heard a lot/some about new H1N1       | 7%               | (69)  | 8%                   | (77)  | 12%                    | (123) | 68%                | (679)  | 5%                      | (48)  | 997     |
| Heard not much/nothing about new H1N1 | 6%               | (75)  | 8%                   | (93)  | 14%                    | (163) | 62%                | (740)  | 11%                     | (133) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_4: How comfortable would you be doing the following activities right now?**  
*Going to a shopping mall*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                   | 10%              | (209) | 21%                  | (454) | 24%                    | (525) | 41%                | (893) | 5%                      | (118) | 2200    |
| Gender: Male             | 12%              | (124) | 22%                  | (235) | 24%                    | (253) | 37%                | (395) | 5%                      | (55)  | 1062    |
| Gender: Female           | 8%               | (86)  | 19%                  | (220) | 24%                    | (272) | 44%                | (498) | 6%                      | (63)  | 1138    |
| Age: 18-34               | 9%               | (56)  | 22%                  | (141) | 23%                    | (153) | 40%                | (260) | 7%                      | (45)  | 655     |
| Age: 35-44               | 14%              | (49)  | 20%                  | (72)  | 25%                    | (90)  | 35%                | (125) | 6%                      | (22)  | 358     |
| Age: 45-64               | 11%              | (80)  | 21%                  | (155) | 24%                    | (179) | 40%                | (302) | 5%                      | (36)  | 751     |
| Age: 65+                 | 6%               | (25)  | 20%                  | (86)  | 24%                    | (104) | 47%                | (207) | 3%                      | (15)  | 436     |
| GenZers: 1997-2012       | 10%              | (34)  | 19%                  | (65)  | 23%                    | (78)  | 40%                | (137) | 8%                      | (26)  | 340     |
| Millennials: 1981-1996   | 10%              | (49)  | 22%                  | (110) | 22%                    | (109) | 39%                | (190) | 7%                      | (33)  | 492     |
| GenXers: 1965-1980       | 11%              | (62)  | 20%                  | (110) | 24%                    | (130) | 38%                | (205) | 6%                      | (31)  | 539     |
| Baby Boomers: 1946-1964  | 8%               | (61)  | 21%                  | (155) | 26%                    | (195) | 42%                | (317) | 3%                      | (24)  | 752     |
| PID: Dem (no lean)       | 6%               | (52)  | 17%                  | (138) | 25%                    | (204) | 48%                | (399) | 4%                      | (31)  | 823     |
| PID: Ind (no lean)       | 8%               | (60)  | 20%                  | (144) | 25%                    | (183) | 40%                | (285) | 7%                      | (48)  | 720     |
| PID: Rep (no lean)       | 15%              | (98)  | 26%                  | (173) | 21%                    | (138) | 32%                | (209) | 6%                      | (39)  | 657     |
| PID/Gender: Dem Men      | 10%              | (35)  | 19%                  | (69)  | 24%                    | (86)  | 45%                | (161) | 3%                      | (10)  | 360     |
| PID/Gender: Dem Women    | 4%               | (17)  | 15%                  | (69)  | 26%                    | (118) | 51%                | (238) | 4%                      | (21)  | 462     |
| PID/Gender: Ind Men      | 9%               | (34)  | 20%                  | (72)  | 27%                    | (97)  | 37%                | (133) | 7%                      | (26)  | 362     |
| PID/Gender: Ind Women    | 7%               | (26)  | 20%                  | (72)  | 24%                    | (85)  | 43%                | (153) | 6%                      | (23)  | 358     |
| PID/Gender: Rep Men      | 16%              | (55)  | 28%                  | (94)  | 21%                    | (70)  | 30%                | (102) | 6%                      | (19)  | 339     |
| PID/Gender: Rep Women    | 14%              | (43)  | 25%                  | (79)  | 22%                    | (69)  | 34%                | (107) | 6%                      | (20)  | 318     |
| Ideo: Liberal (1-3)      | 6%               | (41)  | 13%                  | (84)  | 25%                    | (158) | 53%                | (341) | 3%                      | (20)  | 644     |
| Ideo: Moderate (4)       | 8%               | (47)  | 22%                  | (126) | 25%                    | (144) | 39%                | (226) | 5%                      | (29)  | 572     |
| Ideo: Conservative (5-7) | 14%              | (98)  | 28%                  | (202) | 23%                    | (169) | 32%                | (231) | 3%                      | (23)  | 724     |
| Educ: < College          | 10%              | (144) | 21%                  | (323) | 23%                    | (345) | 40%                | (599) | 7%                      | (101) | 1512    |
| Educ: Bachelors degree   | 10%              | (44)  | 19%                  | (85)  | 24%                    | (108) | 44%                | (193) | 3%                      | (13)  | 444     |
| Educ: Post-grad          | 9%               | (21)  | 19%                  | (46)  | 29%                    | (72)  | 41%                | (101) | 2%                      | (4)   | 244     |
| Income: Under 50k        | 10%              | (120) | 21%                  | (246) | 22%                    | (259) | 39%                | (466) | 8%                      | (97)  | 1189    |
| Income: 50k-100k         | 9%               | (58)  | 21%                  | (139) | 25%                    | (167) | 43%                | (284) | 2%                      | (14)  | 662     |
| Income: 100k+            | 9%               | (32)  | 20%                  | (70)  | 28%                    | (98)  | 41%                | (143) | 2%                      | (6)   | 349     |
| Ethnicity: White         | 10%              | (172) | 22%                  | (370) | 23%                    | (398) | 40%                | (695) | 5%                      | (85)  | 1722    |
| Ethnicity: Hispanic      | 9%               | (32)  | 24%                  | (84)  | 19%                    | (67)  | 42%                | (148) | 5%                      | (18)  | 349     |

Continued on next page

**Table CMS1\_4:** How comfortable would you be doing the following activities right now?  
Going to a shopping mall

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                            | 10%              | (209) | 21%                  | (454) | 24%                    | (525) | 41%                | (893) | 5%                      | (118) | 2200    |
| Ethnicity: Afr. Am.               | 7%               | (20)  | 19%                  | (52)  | 27%                    | (73)  | 39%                | (108) | 8%                      | (21)  | 274     |
| Ethnicity: Other                  | 8%               | (17)  | 16%                  | (32)  | 26%                    | (54)  | 44%                | (90)  | 6%                      | (11)  | 204     |
| All Christian                     | 9%               | (88)  | 22%                  | (222) | 24%                    | (249) | 41%                | (418) | 5%                      | (52)  | 1029    |
| All Non-Christian                 | 7%               | (9)   | 21%                  | (26)  | 27%                    | (33)  | 43%                | (52)  | 3%                      | (3)   | 122     |
| Atheist                           | 9%               | (12)  | 17%                  | (23)  | 18%                    | (24)  | 54%                | (72)  | 2%                      | (2)   | 133     |
| Agnostic/Nothing in particular    | 8%               | (41)  | 19%                  | (99)  | 24%                    | (124) | 41%                | (218) | 8%                      | (44)  | 526     |
| Something Else                    | 15%              | (60)  | 22%                  | (86)  | 24%                    | (95)  | 34%                | (133) | 4%                      | (17)  | 391     |
| Religious Non-Protestant/Catholic | 7%               | (12)  | 21%                  | (33)  | 26%                    | (40)  | 41%                | (65)  | 4%                      | (7)   | 156     |
| Evangelical                       | 14%              | (78)  | 23%                  | (130) | 24%                    | (133) | 34%                | (190) | 5%                      | (30)  | 560     |
| Non-Evangelical                   | 8%               | (66)  | 21%                  | (168) | 25%                    | (203) | 43%                | (345) | 3%                      | (28)  | 809     |
| Community: Urban                  | 7%               | (44)  | 22%                  | (129) | 25%                    | (151) | 41%                | (242) | 5%                      | (28)  | 594     |
| Community: Suburban               | 9%               | (97)  | 20%                  | (212) | 24%                    | (249) | 42%                | (442) | 4%                      | (45)  | 1045    |
| Community: Rural                  | 12%              | (68)  | 20%                  | (113) | 22%                    | (125) | 37%                | (209) | 8%                      | (45)  | 560     |
| Employ: Private Sector            | 9%               | (52)  | 24%                  | (147) | 28%                    | (171) | 36%                | (222) | 3%                      | (21)  | 613     |
| Employ: Government                | 10%              | (16)  | 22%                  | (33)  | 25%                    | (39)  | 36%                | (56)  | 7%                      | (11)  | 154     |
| Employ: Self-Employed             | 16%              | (28)  | 18%                  | (32)  | 20%                    | (35)  | 39%                | (69)  | 8%                      | (14)  | 177     |
| Employ: Homemaker                 | 12%              | (17)  | 22%                  | (30)  | 16%                    | (21)  | 41%                | (55)  | 9%                      | (11)  | 135     |
| Employ: Retired                   | 7%               | (36)  | 18%                  | (90)  | 24%                    | (116) | 48%                | (235) | 3%                      | (16)  | 492     |
| Employ: Unemployed                | 9%               | (28)  | 17%                  | (55)  | 24%                    | (76)  | 43%                | (138) | 8%                      | (27)  | 323     |
| Employ: Other                     | 16%              | (22)  | 25%                  | (34)  | 18%                    | (25)  | 35%                | (49)  | 6%                      | (9)   | 140     |
| Military HH: Yes                  | 8%               | (29)  | 25%                  | (85)  | 22%                    | (76)  | 38%                | (130) | 6%                      | (22)  | 343     |
| Military HH: No                   | 10%              | (180) | 20%                  | (369) | 24%                    | (449) | 41%                | (763) | 5%                      | (96)  | 1857    |
| RD/WT: Right Direction            | 16%              | (95)  | 27%                  | (159) | 20%                    | (116) | 30%                | (177) | 6%                      | (36)  | 583     |
| RD/WT: Wrong Track                | 7%               | (114) | 18%                  | (296) | 25%                    | (409) | 44%                | (716) | 5%                      | (82)  | 1617    |
| Trump Job Approve                 | 15%              | (124) | 28%                  | (235) | 22%                    | (188) | 30%                | (254) | 5%                      | (43)  | 845     |
| Trump Job Disapprove              | 6%               | (78)  | 16%                  | (205) | 26%                    | (323) | 49%                | (618) | 3%                      | (43)  | 1268    |
| Trump Job Strongly Approve        | 21%              | (99)  | 27%                  | (126) | 16%                    | (76)  | 31%                | (142) | 5%                      | (21)  | 464     |
| Trump Job Somewhat Approve        | 7%               | (25)  | 29%                  | (110) | 29%                    | (112) | 29%                | (112) | 6%                      | (22)  | 381     |
| Trump Job Somewhat Disapprove     | 8%               | (18)  | 19%                  | (43)  | 31%                    | (71)  | 38%                | (88)  | 4%                      | (10)  | 230     |
| Trump Job Strongly Disapprove     | 6%               | (60)  | 16%                  | (162) | 24%                    | (252) | 51%                | (530) | 3%                      | (33)  | 1037    |

Continued on next page

**Table CMS1\_4: How comfortable would you be doing the following activities right now?**  
*Going to a shopping mall*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                               | 10%              | (209) | 21%                  | (454) | 24%                    | (525) | 41%                | (893) | 5%                      | (118) | 2200    |
| Favorable of Trump                   | 15%              | (125) | 29%                  | (237) | 22%                    | (179) | 30%                | (241) | 4%                      | (32)  | 814     |
| Unfavorable of Trump                 | 6%               | (74)  | 16%                  | (205) | 26%                    | (326) | 50%                | (636) | 3%                      | (36)  | 1278    |
| Very Favorable of Trump              | 22%              | (100) | 27%                  | (124) | 18%                    | (83)  | 30%                | (140) | 4%                      | (17)  | 465     |
| Somewhat Favorable of Trump          | 7%               | (24)  | 32%                  | (113) | 28%                    | (96)  | 29%                | (101) | 4%                      | (15)  | 349     |
| Somewhat Unfavorable of Trump        | 6%               | (13)  | 19%                  | (40)  | 32%                    | (67)  | 39%                | (81)  | 3%                      | (6)   | 205     |
| Very Unfavorable of Trump            | 6%               | (62)  | 15%                  | (165) | 24%                    | (260) | 52%                | (555) | 3%                      | (30)  | 1072    |
| #1 Issue: Economy                    | 11%              | (81)  | 25%                  | (181) | 22%                    | (162) | 38%                | (271) | 4%                      | (27)  | 722     |
| #1 Issue: Security                   | 16%              | (42)  | 25%                  | (65)  | 22%                    | (57)  | 33%                | (86)  | 5%                      | (13)  | 263     |
| #1 Issue: Health Care                | 5%               | (22)  | 15%                  | (64)  | 30%                    | (130) | 45%                | (194) | 4%                      | (16)  | 427     |
| #1 Issue: Medicare / Social Security | 5%               | (15)  | 22%                  | (62)  | 18%                    | (51)  | 49%                | (139) | 6%                      | (16)  | 282     |
| #1 Issue: Women's Issues             | 9%               | (10)  | 17%                  | (19)  | 26%                    | (29)  | 38%                | (42)  | 10%                     | (11)  | 111     |
| #1 Issue: Education                  | 8%               | (10)  | 14%                  | (18)  | 30%                    | (39)  | 33%                | (43)  | 16%                     | (21)  | 132     |
| #1 Issue: Energy                     | 9%               | (8)   | 23%                  | (20)  | 24%                    | (21)  | 36%                | (32)  | 8%                      | (7)   | 88      |
| #1 Issue: Other                      | 12%              | (21)  | 15%                  | (26)  | 21%                    | (37)  | 49%                | (86)  | 4%                      | (6)   | 175     |
| 2018 House Vote: Democrat            | 4%               | (34)  | 15%                  | (117) | 25%                    | (193) | 50%                | (383) | 4%                      | (32)  | 760     |
| 2018 House Vote: Republican          | 16%              | (95)  | 28%                  | (173) | 20%                    | (125) | 33%                | (201) | 3%                      | (21)  | 616     |
| 2018 House Vote: Someone else        | 8%               | (6)   | 16%                  | (11)  | 30%                    | (21)  | 36%                | (25)  | 9%                      | (6)   | 70      |
| 2016 Vote: Hillary Clinton           | 5%               | (35)  | 16%                  | (109) | 26%                    | (176) | 50%                | (341) | 4%                      | (27)  | 689     |
| 2016 Vote: Donald Trump              | 14%              | (92)  | 28%                  | (185) | 22%                    | (142) | 32%                | (212) | 4%                      | (27)  | 658     |
| 2016 Vote: Other                     | 9%               | (14)  | 16%                  | (25)  | 26%                    | (40)  | 45%                | (70)  | 5%                      | (8)   | 157     |
| 2016 Vote: Didn't Vote               | 10%              | (69)  | 19%                  | (136) | 24%                    | (166) | 39%                | (269) | 8%                      | (56)  | 696     |
| Voted in 2014: Yes                   | 10%              | (122) | 21%                  | (267) | 24%                    | (296) | 42%                | (527) | 3%                      | (42)  | 1255    |
| Voted in 2014: No                    | 9%               | (87)  | 20%                  | (188) | 24%                    | (229) | 39%                | (366) | 8%                      | (76)  | 945     |
| 2012 Vote: Barack Obama              | 7%               | (51)  | 18%                  | (137) | 27%                    | (208) | 47%                | (369) | 2%                      | (19)  | 785     |
| 2012 Vote: Mitt Romney               | 13%              | (67)  | 25%                  | (126) | 23%                    | (114) | 34%                | (171) | 4%                      | (19)  | 496     |
| 2012 Vote: Other                     | 15%              | (12)  | 24%                  | (20)  | 16%                    | (14)  | 37%                | (31)  | 8%                      | (6)   | 83      |
| 2012 Vote: Didn't Vote               | 10%              | (79)  | 20%                  | (170) | 23%                    | (190) | 38%                | (319) | 9%                      | (73)  | 831     |

Continued on next page



**Table CMS1\_4:** How comfortable would you be doing the following activities right now?*Going to a shopping mall*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                                | 10%              | (209) | 21%                  | (454) | 24%                    | (525) | 41%                | (893) | 5%                      | (118) | 2200    |
| 4-Region: Northeast                   | 7%               | (29)  | 21%                  | (82)  | 26%                    | (103) | 42%                | (165) | 4%                      | (15)  | 394     |
| 4-Region: Midwest                     | 10%              | (46)  | 20%                  | (94)  | 23%                    | (105) | 41%                | (189) | 6%                      | (29)  | 462     |
| 4-Region: South                       | 11%              | (91)  | 21%                  | (172) | 23%                    | (189) | 39%                | (323) | 6%                      | (49)  | 824     |
| 4-Region: West                        | 8%               | (43)  | 21%                  | (107) | 25%                    | (128) | 42%                | (216) | 5%                      | (26)  | 520     |
| Frequent Flyer                        | 13%              | (36)  | 19%                  | (53)  | 25%                    | (68)  | 36%                | (98)  | 7%                      | (18)  | 273     |
| International Travel                  | 11%              | (48)  | 20%                  | (86)  | 25%                    | (106) | 38%                | (159) | 5%                      | (22)  | 420     |
| Sports fans                           | 9%               | (131) | 24%                  | (343) | 24%                    | (351) | 39%                | (575) | 4%                      | (57)  | 1457    |
| Heard a lot/some about new H1N1       | 10%              | (100) | 18%                  | (179) | 25%                    | (250) | 45%                | (444) | 2%                      | (24)  | 997     |
| Heard not much/nothing about new H1N1 | 9%               | (110) | 23%                  | (276) | 23%                    | (275) | 37%                | (449) | 8%                      | (94)  | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_5: How comfortable would you be doing the following activities right now?**  
*Going to an amusement park*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 7%               | (157) | 10%                  | (218) | 17%                    | (370) | 58%                | (1284) | 8%                      | (172) | 2200    |
| Gender: Male             | 8%               | (85)  | 12%                  | (130) | 20%                    | (215) | 52%                | (549)  | 8%                      | (83)  | 1062    |
| Gender: Female           | 6%               | (72)  | 8%                   | (87)  | 14%                    | (155) | 65%                | (735)  | 8%                      | (89)  | 1138    |
| Age: 18-34               | 8%               | (52)  | 10%                  | (66)  | 18%                    | (119) | 54%                | (356)  | 10%                     | (63)  | 655     |
| Age: 35-44               | 12%              | (43)  | 13%                  | (45)  | 17%                    | (60)  | 50%                | (179)  | 9%                      | (31)  | 358     |
| Age: 45-64               | 6%               | (46)  | 11%                  | (80)  | 17%                    | (127) | 59%                | (444)  | 7%                      | (54)  | 751     |
| Age: 65+                 | 4%               | (16)  | 6%                   | (27)  | 15%                    | (63)  | 70%                | (306)  | 5%                      | (23)  | 436     |
| GenZers: 1997-2012       | 10%              | (35)  | 8%                   | (26)  | 19%                    | (64)  | 52%                | (177)  | 11%                     | (39)  | 340     |
| Millennials: 1981-1996   | 8%               | (38)  | 13%                  | (63)  | 17%                    | (81)  | 54%                | (267)  | 9%                      | (42)  | 492     |
| GenXers: 1965-1980       | 9%               | (46)  | 13%                  | (70)  | 15%                    | (81)  | 56%                | (302)  | 7%                      | (40)  | 539     |
| Baby Boomers: 1946-1964  | 5%               | (35)  | 7%                   | (53)  | 18%                    | (136) | 64%                | (480)  | 6%                      | (48)  | 752     |
| PID: Dem (no lean)       | 3%               | (28)  | 7%                   | (60)  | 14%                    | (119) | 69%                | (567)  | 6%                      | (49)  | 823     |
| PID: Ind (no lean)       | 8%               | (54)  | 10%                  | (69)  | 19%                    | (133) | 55%                | (397)  | 9%                      | (66)  | 720     |
| PID: Rep (no lean)       | 11%              | (74)  | 13%                  | (89)  | 18%                    | (118) | 49%                | (320)  | 9%                      | (57)  | 657     |
| PID/Gender: Dem Men      | 5%               | (17)  | 9%                   | (33)  | 17%                    | (61)  | 63%                | (227)  | 6%                      | (22)  | 360     |
| PID/Gender: Dem Women    | 2%               | (11)  | 6%                   | (27)  | 12%                    | (57)  | 74%                | (340)  | 6%                      | (27)  | 462     |
| PID/Gender: Ind Men      | 7%               | (27)  | 11%                  | (39)  | 22%                    | (78)  | 50%                | (182)  | 10%                     | (35)  | 362     |
| PID/Gender: Ind Women    | 8%               | (27)  | 8%                   | (30)  | 15%                    | (55)  | 60%                | (215)  | 9%                      | (31)  | 358     |
| PID/Gender: Rep Men      | 12%              | (40)  | 17%                  | (58)  | 22%                    | (75)  | 41%                | (140)  | 8%                      | (26)  | 339     |
| PID/Gender: Rep Women    | 11%              | (34)  | 10%                  | (31)  | 13%                    | (43)  | 56%                | (179)  | 10%                     | (31)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (26)  | 6%                   | (37)  | 13%                    | (87)  | 72%                | (467)  | 4%                      | (27)  | 644     |
| Ideo: Moderate (4)       | 6%               | (32)  | 12%                  | (70)  | 15%                    | (88)  | 60%                | (344)  | 7%                      | (38)  | 572     |
| Ideo: Conservative (5-7) | 10%              | (74)  | 12%                  | (90)  | 21%                    | (155) | 50%                | (359)  | 6%                      | (47)  | 724     |
| Educ: < College          | 8%               | (116) | 10%                  | (152) | 17%                    | (259) | 56%                | (840)  | 10%                     | (145) | 1512    |
| Educ: Bachelors degree   | 6%               | (29)  | 9%                   | (38)  | 17%                    | (75)  | 64%                | (284)  | 4%                      | (19)  | 444     |
| Educ: Post-grad          | 5%               | (12)  | 11%                  | (27)  | 15%                    | (36)  | 66%                | (161)  | 3%                      | (8)   | 244     |
| Income: Under 50k        | 8%               | (96)  | 10%                  | (121) | 16%                    | (187) | 55%                | (648)  | 12%                     | (138) | 1189    |
| Income: 50k-100k         | 7%               | (43)  | 8%                   | (56)  | 19%                    | (125) | 63%                | (415)  | 3%                      | (23)  | 662     |
| Income: 100k+            | 5%               | (18)  | 12%                  | (41)  | 17%                    | (59)  | 63%                | (221)  | 3%                      | (11)  | 349     |
| Ethnicity: White         | 7%               | (125) | 10%                  | (179) | 17%                    | (296) | 58%                | (994)  | 7%                      | (127) | 1722    |
| Ethnicity: Hispanic      | 9%               | (31)  | 13%                  | (45)  | 22%                    | (77)  | 48%                | (169)  | 8%                      | (28)  | 349     |

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**Table CMS1\_5: How comfortable would you be doing the following activities right now?**  
*Going to an amusement park*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 7%               | (157) | 10%                  | (218) | 17%                    | (370) | 58%                | (1284) | 8%                      | (172) | 2200    |
| Ethnicity: Afr. Am.               | 6%               | (16)  | 7%                   | (21)  | 16%                    | (43)  | 60%                | (165)  | 11%                     | (30)  | 274     |
| Ethnicity: Other                  | 8%               | (16)  | 9%                   | (18)  | 15%                    | (31)  | 61%                | (124)  | 7%                      | (15)  | 204     |
| All Christian                     | 6%               | (61)  | 10%                  | (106) | 16%                    | (167) | 61%                | (625)  | 7%                      | (69)  | 1029    |
| All Non-Christian                 | 3%               | (4)   | 9%                   | (10)  | 16%                    | (19)  | 66%                | (80)   | 7%                      | (8)   | 122     |
| Atheist                           | 7%               | (9)   | 9%                   | (11)  | 17%                    | (23)  | 64%                | (86)   | 4%                      | (5)   | 133     |
| Agnostic/Nothing in particular    | 6%               | (33)  | 10%                  | (54)  | 17%                    | (89)  | 57%                | (302)  | 9%                      | (47)  | 526     |
| Something Else                    | 13%              | (49)  | 9%                   | (36)  | 18%                    | (72)  | 49%                | (192)  | 11%                     | (42)  | 391     |
| Religious Non-Protestant/Catholic | 3%               | (5)   | 9%                   | (15)  | 15%                    | (23)  | 65%                | (102)  | 8%                      | (13)  | 156     |
| Evangelical                       | 11%              | (61)  | 10%                  | (59)  | 20%                    | (110) | 50%                | (280)  | 9%                      | (50)  | 560     |
| Non-Evangelical                   | 6%               | (47)  | 10%                  | (77)  | 15%                    | (125) | 63%                | (510)  | 6%                      | (50)  | 809     |
| Community: Urban                  | 8%               | (46)  | 10%                  | (62)  | 19%                    | (113) | 55%                | (326)  | 8%                      | (49)  | 594     |
| Community: Suburban               | 5%               | (57)  | 10%                  | (101) | 16%                    | (171) | 62%                | (646)  | 7%                      | (71)  | 1045    |
| Community: Rural                  | 10%              | (55)  | 10%                  | (55)  | 15%                    | (86)  | 56%                | (313)  | 9%                      | (52)  | 560     |
| Employ: Private Sector            | 7%               | (42)  | 14%                  | (87)  | 20%                    | (125) | 54%                | (332)  | 4%                      | (27)  | 613     |
| Employ: Government                | 6%               | (10)  | 9%                   | (14)  | 17%                    | (26)  | 59%                | (91)   | 8%                      | (12)  | 154     |
| Employ: Self-Employed             | 12%              | (22)  | 10%                  | (17)  | 13%                    | (23)  | 56%                | (99)   | 9%                      | (16)  | 177     |
| Employ: Homemaker                 | 9%               | (13)  | 6%                   | (8)   | 13%                    | (18)  | 57%                | (77)   | 15%                     | (20)  | 135     |
| Employ: Retired                   | 3%               | (17)  | 6%                   | (32)  | 15%                    | (75)  | 69%                | (338)  | 6%                      | (30)  | 492     |
| Employ: Unemployed                | 8%               | (26)  | 9%                   | (29)  | 15%                    | (48)  | 59%                | (189)  | 10%                     | (32)  | 323     |
| Employ: Other                     | 13%              | (18)  | 11%                  | (16)  | 19%                    | (26)  | 47%                | (65)   | 10%                     | (14)  | 140     |
| Military HH: Yes                  | 5%               | (18)  | 13%                  | (44)  | 18%                    | (62)  | 55%                | (190)  | 9%                      | (30)  | 343     |
| Military HH: No                   | 7%               | (139) | 9%                   | (174) | 17%                    | (308) | 59%                | (1095) | 8%                      | (142) | 1857    |
| RD/WT: Right Direction            | 13%              | (75)  | 16%                  | (92)  | 20%                    | (119) | 43%                | (249)  | 8%                      | (48)  | 583     |
| RD/WT: Wrong Track                | 5%               | (82)  | 8%                   | (125) | 16%                    | (251) | 64%                | (1036) | 8%                      | (124) | 1617    |
| Trump Job Approve                 | 12%              | (98)  | 15%                  | (124) | 21%                    | (178) | 44%                | (374)  | 8%                      | (72)  | 845     |
| Trump Job Disapprove              | 4%               | (50)  | 7%                   | (85)  | 14%                    | (182) | 70%                | (883)  | 5%                      | (68)  | 1268    |
| Trump Job Strongly Approve        | 17%              | (80)  | 16%                  | (75)  | 19%                    | (89)  | 40%                | (185)  | 8%                      | (36)  | 464     |
| Trump Job Somewhat Approve        | 5%               | (18)  | 13%                  | (49)  | 23%                    | (89)  | 50%                | (189)  | 9%                      | (36)  | 381     |
| Trump Job Somewhat Disapprove     | 4%               | (9)   | 8%                   | (20)  | 17%                    | (40)  | 62%                | (144)  | 8%                      | (18)  | 230     |
| Trump Job Strongly Disapprove     | 4%               | (41)  | 6%                   | (65)  | 14%                    | (142) | 71%                | (740)  | 5%                      | (50)  | 1037    |

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**Table CMS1\_5: How comfortable would you be doing the following activities right now?**  
*Going to an amusement park*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 7%               | (157) | 10%                  | (218) | 17%                    | (370) | 58%                | (1284) | 8%                      | (172) | 2200    |
| Favorable of Trump                   | 12%              | (101) | 16%                  | (129) | 21%                    | (167) | 44%                | (360)  | 7%                      | (57)  | 814     |
| Unfavorable of Trump                 | 4%               | (47)  | 7%                   | (84)  | 15%                    | (193) | 70%                | (894)  | 5%                      | (61)  | 1278    |
| Very Favorable of Trump              | 17%              | (80)  | 16%                  | (75)  | 20%                    | (92)  | 40%                | (188)  | 7%                      | (30)  | 465     |
| Somewhat Favorable of Trump          | 6%               | (21)  | 16%                  | (54)  | 22%                    | (75)  | 49%                | (172)  | 8%                      | (27)  | 349     |
| Somewhat Unfavorable of Trump        | 3%               | (6)   | 11%                  | (23)  | 21%                    | (44)  | 59%                | (122)  | 5%                      | (11)  | 205     |
| Very Unfavorable of Trump            | 4%               | (41)  | 6%                   | (61)  | 14%                    | (149) | 72%                | (772)  | 5%                      | (49)  | 1072    |
| #1 Issue: Economy                    | 8%               | (59)  | 12%                  | (85)  | 17%                    | (125) | 57%                | (411)  | 6%                      | (43)  | 722     |
| #1 Issue: Security                   | 12%              | (32)  | 13%                  | (34)  | 19%                    | (50)  | 46%                | (121)  | 10%                     | (27)  | 263     |
| #1 Issue: Health Care                | 4%               | (19)  | 6%                   | (25)  | 18%                    | (76)  | 67%                | (284)  | 5%                      | (23)  | 427     |
| #1 Issue: Medicare / Social Security | 5%               | (13)  | 8%                   | (23)  | 16%                    | (44)  | 65%                | (184)  | 6%                      | (18)  | 282     |
| #1 Issue: Women's Issues             | 5%               | (5)   | 10%                  | (11)  | 16%                    | (18)  | 58%                | (64)   | 12%                     | (13)  | 111     |
| #1 Issue: Education                  | 5%               | (7)   | 8%                   | (10)  | 19%                    | (25)  | 51%                | (67)   | 18%                     | (23)  | 132     |
| #1 Issue: Energy                     | 11%              | (9)   | 16%                  | (14)  | 16%                    | (14)  | 49%                | (43)   | 8%                      | (7)   | 88      |
| #1 Issue: Other                      | 7%               | (12)  | 10%                  | (17)  | 10%                    | (17)  | 64%                | (111)  | 10%                     | (17)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (21)  | 5%                   | (41)  | 14%                    | (109) | 71%                | (543)  | 6%                      | (46)  | 760     |
| 2018 House Vote: Republican          | 11%              | (71)  | 15%                  | (91)  | 20%                    | (124) | 47%                | (292)  | 6%                      | (38)  | 616     |
| 2018 House Vote: Someone else        | 10%              | (7)   | 8%                   | (6)   | 11%                    | (8)   | 62%                | (43)   | 10%                     | (7)   | 70      |
| 2016 Vote: Hillary Clinton           | 3%               | (22)  | 6%                   | (42)  | 14%                    | (97)  | 70%                | (482)  | 7%                      | (46)  | 689     |
| 2016 Vote: Donald Trump              | 10%              | (68)  | 14%                  | (94)  | 22%                    | (142) | 48%                | (314)  | 6%                      | (40)  | 658     |
| 2016 Vote: Other                     | 5%               | (8)   | 6%                   | (10)  | 14%                    | (22)  | 68%                | (107)  | 7%                      | (11)  | 157     |
| 2016 Vote: Didn't Vote               | 9%               | (59)  | 10%                  | (72)  | 16%                    | (109) | 55%                | (381)  | 11%                     | (74)  | 696     |
| Voted in 2014: Yes                   | 7%               | (84)  | 10%                  | (121) | 17%                    | (210) | 61%                | (767)  | 6%                      | (72)  | 1255    |
| Voted in 2014: No                    | 8%               | (73)  | 10%                  | (96)  | 17%                    | (160) | 55%                | (517)  | 11%                     | (99)  | 945     |
| 2012 Vote: Barack Obama              | 4%               | (30)  | 8%                   | (64)  | 15%                    | (114) | 69%                | (538)  | 5%                      | (39)  | 785     |
| 2012 Vote: Mitt Romney               | 10%              | (48)  | 12%                  | (58)  | 19%                    | (93)  | 54%                | (266)  | 6%                      | (32)  | 496     |
| 2012 Vote: Other                     | 8%               | (7)   | 17%                  | (14)  | 13%                    | (11)  | 53%                | (44)   | 9%                      | (8)   | 83      |
| 2012 Vote: Didn't Vote               | 9%               | (72)  | 10%                  | (82)  | 18%                    | (151) | 52%                | (433)  | 11%                     | (93)  | 831     |

Continued on next page

**Table CMS1\_5:** How comfortable would you be doing the following activities right now?

Going to an amusement park

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 7%               | (157) | 10%                  | (218) | 17%                    | (370) | 58%                | (1284) | 8%                      | (172) | 2200    |
| 4-Region: Northeast                   | 5%               | (19)  | 14%                  | (54)  | 18%                    | (72)  | 59%                | (232)  | 4%                      | (17)  | 394     |
| 4-Region: Midwest                     | 9%               | (40)  | 8%                   | (38)  | 13%                    | (59)  | 60%                | (279)  | 10%                     | (46)  | 462     |
| 4-Region: South                       | 9%               | (76)  | 10%                  | (81)  | 17%                    | (139) | 56%                | (459)  | 8%                      | (69)  | 824     |
| 4-Region: West                        | 4%               | (23)  | 9%                   | (45)  | 19%                    | (99)  | 61%                | (315)  | 8%                      | (39)  | 520     |
| Frequent Flyer                        | 10%              | (29)  | 10%                  | (29)  | 13%                    | (35)  | 59%                | (162)  | 7%                      | (19)  | 273     |
| International Travel                  | 7%               | (29)  | 12%                  | (50)  | 16%                    | (66)  | 58%                | (244)  | 7%                      | (31)  | 420     |
| Sports fans                           | 7%               | (101) | 11%                  | (158) | 19%                    | (281) | 57%                | (831)  | 6%                      | (86)  | 1457    |
| Heard a lot/some about new H1N1       | 7%               | (71)  | 11%                  | (105) | 15%                    | (152) | 63%                | (625)  | 4%                      | (44)  | 997     |
| Heard not much/nothing about new H1N1 | 7%               | (86)  | 9%                   | (113) | 18%                    | (218) | 55%                | (659)  | 11%                     | (128) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_6: How comfortable would you be doing the following activities right now?**  
*Going to a party or social event*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 8%               | (176) | 13%                  | (284) | 21%                    | (469) | 51%                | (1125) | 7%                      | (146) | 2200    |
| Gender: Male             | 10%              | (102) | 16%                  | (168) | 22%                    | (229) | 46%                | (494)  | 6%                      | (68)  | 1062    |
| Gender: Female           | 6%               | (73)  | 10%                  | (116) | 21%                    | (239) | 55%                | (631)  | 7%                      | (78)  | 1138    |
| Age: 18-34               | 8%               | (51)  | 15%                  | (96)  | 22%                    | (145) | 47%                | (307)  | 9%                      | (56)  | 655     |
| Age: 35-44               | 12%              | (42)  | 15%                  | (52)  | 23%                    | (82)  | 43%                | (154)  | 8%                      | (28)  | 358     |
| Age: 45-64               | 9%               | (66)  | 12%                  | (93)  | 22%                    | (166) | 50%                | (379)  | 6%                      | (47)  | 751     |
| Age: 65+                 | 4%               | (18)  | 10%                  | (43)  | 17%                    | (76)  | 65%                | (284)  | 3%                      | (15)  | 436     |
| GenZers: 1997-2012       | 9%               | (31)  | 13%                  | (43)  | 22%                    | (76)  | 45%                | (153)  | 11%                     | (37)  | 340     |
| Millennials: 1981-1996   | 8%               | (42)  | 16%                  | (79)  | 21%                    | (102) | 47%                | (232)  | 7%                      | (37)  | 492     |
| GenXers: 1965-1980       | 10%              | (56)  | 14%                  | (76)  | 21%                    | (115) | 48%                | (256)  | 7%                      | (36)  | 539     |
| Baby Boomers: 1946-1964  | 6%               | (43)  | 10%                  | (78)  | 22%                    | (165) | 57%                | (431)  | 5%                      | (35)  | 752     |
| PID: Dem (no lean)       | 3%               | (26)  | 9%                   | (77)  | 21%                    | (173) | 62%                | (509)  | 5%                      | (38)  | 823     |
| PID: Ind (no lean)       | 8%               | (58)  | 13%                  | (92)  | 22%                    | (161) | 48%                | (349)  | 8%                      | (59)  | 720     |
| PID: Rep (no lean)       | 14%              | (92)  | 17%                  | (115) | 21%                    | (135) | 41%                | (267)  | 7%                      | (49)  | 657     |
| PID/Gender: Dem Men      | 4%               | (16)  | 11%                  | (41)  | 23%                    | (82)  | 58%                | (207)  | 4%                      | (14)  | 360     |
| PID/Gender: Dem Women    | 2%               | (10)  | 8%                   | (36)  | 20%                    | (90)  | 65%                | (302)  | 5%                      | (25)  | 462     |
| PID/Gender: Ind Men      | 9%               | (33)  | 15%                  | (55)  | 23%                    | (83)  | 43%                | (157)  | 9%                      | (34)  | 362     |
| PID/Gender: Ind Women    | 7%               | (25)  | 10%                  | (37)  | 22%                    | (78)  | 54%                | (192)  | 7%                      | (26)  | 358     |
| PID/Gender: Rep Men      | 16%              | (54)  | 21%                  | (72)  | 19%                    | (64)  | 38%                | (129)  | 6%                      | (20)  | 339     |
| PID/Gender: Rep Women    | 12%              | (38)  | 13%                  | (43)  | 22%                    | (71)  | 43%                | (138)  | 9%                      | (28)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (23)  | 9%                   | (60)  | 20%                    | (128) | 64%                | (413)  | 3%                      | (21)  | 644     |
| Ideo: Moderate (4)       | 8%               | (45)  | 12%                  | (68)  | 23%                    | (133) | 51%                | (294)  | 6%                      | (32)  | 572     |
| Ideo: Conservative (5-7) | 12%              | (89)  | 18%                  | (133) | 23%                    | (166) | 41%                | (300)  | 5%                      | (36)  | 724     |
| Educ: < College          | 8%               | (122) | 13%                  | (201) | 21%                    | (311) | 49%                | (745)  | 9%                      | (132) | 1512    |
| Educ: Bachelors degree   | 8%               | (36)  | 12%                  | (53)  | 23%                    | (100) | 55%                | (244)  | 3%                      | (11)  | 444     |
| Educ: Post-grad          | 7%               | (18)  | 13%                  | (31)  | 23%                    | (57)  | 56%                | (136)  | 1%                      | (3)   | 244     |
| Income: Under 50k        | 9%               | (102) | 13%                  | (151) | 18%                    | (214) | 50%                | (597)  | 11%                     | (125) | 1189    |
| Income: 50k-100k         | 8%               | (50)  | 13%                  | (88)  | 24%                    | (157) | 53%                | (352)  | 2%                      | (15)  | 662     |
| Income: 100k+            | 7%               | (23)  | 13%                  | (45)  | 28%                    | (97)  | 51%                | (177)  | 2%                      | (6)   | 349     |
| Ethnicity: White         | 9%               | (155) | 14%                  | (237) | 21%                    | (365) | 50%                | (863)  | 6%                      | (102) | 1722    |
| Ethnicity: Hispanic      | 9%               | (33)  | 14%                  | (48)  | 23%                    | (80)  | 43%                | (151)  | 11%                     | (37)  | 349     |

Continued on next page

**Table CMS1\_6:** How comfortable would you be doing the following activities right now?  
Going to a party or social event

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 8%               | (176) | 13%                  | (284) | 21%                    | (469) | 51%                | (1125) | 7%                      | (146) | 2200    |
| Ethnicity: Afr. Am.               | 2%               | (6)   | 10%                  | (26)  | 23%                    | (64)  | 55%                | (151)  | 10%                     | (27)  | 274     |
| Ethnicity: Other                  | 7%               | (15)  | 10%                  | (20)  | 20%                    | (40)  | 55%                | (112)  | 8%                      | (17)  | 204     |
| All Christian                     | 7%               | (72)  | 15%                  | (155) | 21%                    | (219) | 51%                | (523)  | 6%                      | (59)  | 1029    |
| All Non-Christian                 | 5%               | (6)   | 7%                   | (9)   | 27%                    | (32)  | 58%                | (70)   | 4%                      | (4)   | 122     |
| Atheist                           | 2%               | (3)   | 20%                  | (26)  | 15%                    | (21)  | 61%                | (81)   | 2%                      | (2)   | 133     |
| Agnostic/Nothing in particular    | 7%               | (38)  | 11%                  | (59)  | 21%                    | (110) | 51%                | (267)  | 10%                     | (52)  | 526     |
| Something Else                    | 14%              | (56)  | 9%                   | (35)  | 22%                    | (87)  | 47%                | (184)  | 7%                      | (29)  | 391     |
| Religious Non-Protestant/Catholic | 5%               | (8)   | 8%                   | (12)  | 26%                    | (41)  | 56%                | (87)   | 5%                      | (8)   | 156     |
| Evangelical                       | 12%              | (68)  | 15%                  | (86)  | 23%                    | (127) | 43%                | (239)  | 7%                      | (41)  | 560     |
| Non-Evangelical                   | 7%               | (58)  | 12%                  | (98)  | 21%                    | (168) | 55%                | (447)  | 5%                      | (38)  | 809     |
| Community: Urban                  | 8%               | (45)  | 11%                  | (67)  | 22%                    | (130) | 52%                | (308)  | 8%                      | (45)  | 594     |
| Community: Suburban               | 7%               | (74)  | 14%                  | (148) | 21%                    | (222) | 52%                | (549)  | 5%                      | (52)  | 1045    |
| Community: Rural                  | 10%              | (57)  | 12%                  | (69)  | 21%                    | (116) | 48%                | (269)  | 9%                      | (49)  | 560     |
| Employ: Private Sector            | 9%               | (55)  | 18%                  | (108) | 23%                    | (141) | 46%                | (283)  | 4%                      | (26)  | 613     |
| Employ: Government                | 7%               | (11)  | 14%                  | (21)  | 28%                    | (43)  | 44%                | (68)   | 7%                      | (11)  | 154     |
| Employ: Self-Employed             | 13%              | (24)  | 11%                  | (20)  | 24%                    | (43)  | 44%                | (78)   | 7%                      | (13)  | 177     |
| Employ: Homemaker                 | 10%              | (13)  | 15%                  | (21)  | 14%                    | (18)  | 52%                | (70)   | 10%                     | (13)  | 135     |
| Employ: Retired                   | 5%               | (25)  | 8%                   | (40)  | 19%                    | (96)  | 63%                | (312)  | 4%                      | (20)  | 492     |
| Employ: Unemployed                | 6%               | (19)  | 10%                  | (31)  | 19%                    | (63)  | 53%                | (170)  | 13%                     | (41)  | 323     |
| Employ: Other                     | 13%              | (17)  | 14%                  | (19)  | 19%                    | (27)  | 47%                | (65)   | 8%                      | (11)  | 140     |
| Military HH: Yes                  | 9%               | (30)  | 12%                  | (42)  | 22%                    | (75)  | 50%                | (172)  | 7%                      | (23)  | 343     |
| Military HH: No                   | 8%               | (146) | 13%                  | (242) | 21%                    | (393) | 51%                | (953)  | 7%                      | (123) | 1857    |
| RD/WT: Right Direction            | 15%              | (87)  | 17%                  | (102) | 22%                    | (127) | 37%                | (214)  | 9%                      | (53)  | 583     |
| RD/WT: Wrong Track                | 5%               | (89)  | 11%                  | (182) | 21%                    | (342) | 56%                | (911)  | 6%                      | (93)  | 1617    |
| Trump Job Approve                 | 14%              | (120) | 19%                  | (161) | 21%                    | (180) | 39%                | (331)  | 6%                      | (53)  | 845     |
| Trump Job Disapprove              | 4%               | (52)  | 10%                  | (122) | 22%                    | (273) | 61%                | (771)  | 4%                      | (50)  | 1268    |
| Trump Job Strongly Approve        | 19%              | (90)  | 19%                  | (89)  | 17%                    | (77)  | 37%                | (173)  | 8%                      | (35)  | 464     |
| Trump Job Somewhat Approve        | 8%               | (30)  | 19%                  | (72)  | 27%                    | (103) | 41%                | (158)  | 5%                      | (18)  | 381     |
| Trump Job Somewhat Disapprove     | 4%               | (8)   | 15%                  | (35)  | 30%                    | (69)  | 47%                | (109)  | 4%                      | (9)   | 230     |
| Trump Job Strongly Disapprove     | 4%               | (44)  | 8%                   | (87)  | 20%                    | (204) | 64%                | (662)  | 4%                      | (41)  | 1037    |

Continued on next page

**Table CMS1\_6: How comfortable would you be doing the following activities right now?**  
*Going to a party or social event*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 8%               | (176) | 13%                  | (284) | 21%                    | (469) | 51%                | (1125) | 7%                      | (146) | 2200    |
| Favorable of Trump                   | 15%              | (126) | 19%                  | (154) | 22%                    | (181) | 38%                | (313)  | 5%                      | (41)  | 814     |
| Unfavorable of Trump                 | 4%               | (48)  | 9%                   | (120) | 21%                    | (268) | 62%                | (787)  | 4%                      | (54)  | 1278    |
| Very Favorable of Trump              | 20%              | (95)  | 19%                  | (87)  | 18%                    | (86)  | 37%                | (170)  | 6%                      | (27)  | 465     |
| Somewhat Favorable of Trump          | 9%               | (31)  | 19%                  | (68)  | 27%                    | (95)  | 41%                | (143)  | 4%                      | (13)  | 349     |
| Somewhat Unfavorable of Trump        | 6%               | (12)  | 17%                  | (36)  | 28%                    | (58)  | 45%                | (93)   | 3%                      | (7)   | 205     |
| Very Unfavorable of Trump            | 3%               | (37)  | 8%                   | (84)  | 20%                    | (210) | 65%                | (695)  | 4%                      | (47)  | 1072    |
| #1 Issue: Economy                    | 9%               | (67)  | 17%                  | (121) | 23%                    | (168) | 45%                | (327)  | 6%                      | (40)  | 722     |
| #1 Issue: Security                   | 16%              | (42)  | 15%                  | (40)  | 17%                    | (45)  | 45%                | (118)  | 7%                      | (19)  | 263     |
| #1 Issue: Health Care                | 4%               | (19)  | 9%                   | (39)  | 19%                    | (82)  | 62%                | (266)  | 5%                      | (21)  | 427     |
| #1 Issue: Medicare / Social Security | 6%               | (17)  | 10%                  | (27)  | 17%                    | (47)  | 62%                | (174)  | 6%                      | (17)  | 282     |
| #1 Issue: Women's Issues             | 5%               | (5)   | 9%                   | (10)  | 31%                    | (34)  | 48%                | (53)   | 8%                      | (9)   | 111     |
| #1 Issue: Education                  | 5%               | (6)   | 11%                  | (14)  | 37%                    | (49)  | 31%                | (41)   | 17%                     | (23)  | 132     |
| #1 Issue: Energy                     | 10%              | (9)   | 17%                  | (15)  | 16%                    | (14)  | 47%                | (41)   | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 6%               | (11)  | 10%                  | (18)  | 18%                    | (31)  | 60%                | (105)  | 5%                      | (10)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (19)  | 9%                   | (69)  | 20%                    | (151) | 63%                | (479)  | 5%                      | (42)  | 760     |
| 2018 House Vote: Republican          | 15%              | (92)  | 18%                  | (110) | 23%                    | (140) | 39%                | (241)  | 5%                      | (33)  | 616     |
| 2018 House Vote: Someone else        | 6%               | (5)   | 16%                  | (11)  | 22%                    | (15)  | 51%                | (35)   | 5%                      | (3)   | 70      |
| 2016 Vote: Hillary Clinton           | 2%               | (12)  | 10%                  | (66)  | 20%                    | (140) | 63%                | (434)  | 5%                      | (37)  | 689     |
| 2016 Vote: Donald Trump              | 14%              | (91)  | 18%                  | (118) | 22%                    | (145) | 41%                | (269)  | 5%                      | (34)  | 658     |
| 2016 Vote: Other                     | 9%               | (13)  | 11%                  | (17)  | 22%                    | (35)  | 55%                | (86)   | 4%                      | (6)   | 157     |
| 2016 Vote: Didn't Vote               | 8%               | (59)  | 12%                  | (83)  | 21%                    | (148) | 48%                | (335)  | 10%                     | (70)  | 696     |
| Voted in 2014: Yes                   | 8%               | (104) | 12%                  | (156) | 21%                    | (268) | 53%                | (669)  | 5%                      | (58)  | 1255    |
| Voted in 2014: No                    | 8%               | (72)  | 14%                  | (128) | 21%                    | (200) | 48%                | (456)  | 9%                      | (88)  | 945     |
| 2012 Vote: Barack Obama              | 3%               | (27)  | 10%                  | (78)  | 21%                    | (162) | 62%                | (490)  | 4%                      | (28)  | 785     |
| 2012 Vote: Mitt Romney               | 13%              | (65)  | 16%                  | (79)  | 24%                    | (118) | 43%                | (212)  | 4%                      | (22)  | 496     |
| 2012 Vote: Other                     | 17%              | (14)  | 19%                  | (16)  | 10%                    | (9)   | 45%                | (37)   | 9%                      | (7)   | 83      |
| 2012 Vote: Didn't Vote               | 8%               | (69)  | 13%                  | (111) | 22%                    | (180) | 46%                | (382)  | 11%                     | (89)  | 831     |

Continued on next page



**Table CMS1\_6:** How comfortable would you be doing the following activities right now?

Going to a party or social event

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 8%               | (176) | 13%                  | (284) | 21%                    | (469) | 51%                | (1125) | 7%                      | (146) | 2200    |
| 4-Region: Northeast                   | 7%               | (26)  | 15%                  | (57)  | 24%                    | (96)  | 48%                | (191)  | 6%                      | (23)  | 394     |
| 4-Region: Midwest                     | 8%               | (36)  | 15%                  | (69)  | 20%                    | (92)  | 49%                | (227)  | 8%                      | (38)  | 462     |
| 4-Region: South                       | 10%              | (82)  | 11%                  | (89)  | 21%                    | (173) | 51%                | (423)  | 7%                      | (57)  | 824     |
| 4-Region: West                        | 6%               | (31)  | 13%                  | (69)  | 21%                    | (107) | 55%                | (285)  | 5%                      | (28)  | 520     |
| Frequent Flyer                        | 11%              | (30)  | 16%                  | (44)  | 23%                    | (63)  | 43%                | (117)  | 7%                      | (20)  | 273     |
| International Travel                  | 9%               | (38)  | 14%                  | (58)  | 26%                    | (107) | 45%                | (189)  | 7%                      | (28)  | 420     |
| Sports fans                           | 8%               | (115) | 15%                  | (219) | 24%                    | (344) | 49%                | (713)  | 5%                      | (67)  | 1457    |
| Heard a lot/some about new H1N1       | 8%               | (80)  | 12%                  | (120) | 20%                    | (200) | 55%                | (552)  | 5%                      | (45)  | 997     |
| Heard not much/nothing about new H1N1 | 8%               | (96)  | 14%                  | (165) | 22%                    | (268) | 48%                | (573)  | 8%                      | (102) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_7: How comfortable would you be doing the following activities right now?**  
*Going to a religious gathering or meeting*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 11%              | (238) | 14%                  | (314) | 17%                    | (377) | 47%                | (1034) | 11%                     | (237) | 2200    |
| Gender: Male             | 12%              | (131) | 14%                  | (150) | 18%                    | (195) | 43%                | (458)  | 12%                     | (128) | 1062    |
| Gender: Female           | 9%               | (107) | 14%                  | (164) | 16%                    | (182) | 51%                | (576)  | 10%                     | (109) | 1138    |
| Age: 18-34               | 10%              | (62)  | 14%                  | (90)  | 16%                    | (102) | 48%                | (314)  | 13%                     | (87)  | 655     |
| Age: 35-44               | 14%              | (49)  | 15%                  | (54)  | 18%                    | (63)  | 42%                | (149)  | 12%                     | (43)  | 358     |
| Age: 45-64               | 10%              | (78)  | 16%                  | (118) | 18%                    | (132) | 45%                | (336)  | 12%                     | (87)  | 751     |
| Age: 65+                 | 11%              | (49)  | 12%                  | (53)  | 18%                    | (79)  | 54%                | (235)  | 5%                      | (20)  | 436     |
| GenZers: 1997-2012       | 11%              | (38)  | 8%                   | (28)  | 17%                    | (59)  | 50%                | (171)  | 13%                     | (43)  | 340     |
| Millennials: 1981-1996   | 10%              | (48)  | 18%                  | (89)  | 15%                    | (74)  | 43%                | (213)  | 14%                     | (67)  | 492     |
| GenXers: 1965-1980       | 11%              | (59)  | 15%                  | (78)  | 18%                    | (95)  | 44%                | (237)  | 13%                     | (69)  | 539     |
| Baby Boomers: 1946-1964  | 11%              | (81)  | 14%                  | (107) | 19%                    | (141) | 49%                | (366)  | 8%                      | (57)  | 752     |
| PID: Dem (no lean)       | 4%               | (37)  | 9%                   | (72)  | 17%                    | (137) | 59%                | (489)  | 11%                     | (88)  | 823     |
| PID: Ind (no lean)       | 9%               | (68)  | 14%                  | (99)  | 17%                    | (126) | 47%                | (340)  | 12%                     | (87)  | 720     |
| PID: Rep (no lean)       | 20%              | (134) | 22%                  | (143) | 17%                    | (114) | 31%                | (204)  | 9%                      | (62)  | 657     |
| PID/Gender: Dem Men      | 7%               | (25)  | 7%                   | (27)  | 18%                    | (64)  | 56%                | (203)  | 12%                     | (42)  | 360     |
| PID/Gender: Dem Women    | 3%               | (12)  | 10%                  | (45)  | 16%                    | (73)  | 62%                | (286)  | 10%                     | (45)  | 462     |
| PID/Gender: Ind Men      | 11%              | (39)  | 11%                  | (40)  | 19%                    | (70)  | 45%                | (163)  | 14%                     | (50)  | 362     |
| PID/Gender: Ind Women    | 8%               | (29)  | 17%                  | (59)  | 15%                    | (55)  | 50%                | (177)  | 10%                     | (38)  | 358     |
| PID/Gender: Rep Men      | 20%              | (68)  | 25%                  | (84)  | 18%                    | (60)  | 27%                | (92)   | 10%                     | (36)  | 339     |
| PID/Gender: Rep Women    | 21%              | (66)  | 19%                  | (59)  | 17%                    | (53)  | 35%                | (112)  | 8%                      | (26)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (23)  | 8%                   | (55)  | 15%                    | (94)  | 64%                | (410)  | 10%                     | (62)  | 644     |
| Ideo: Moderate (4)       | 10%              | (55)  | 12%                  | (69)  | 18%                    | (105) | 49%                | (281)  | 11%                     | (62)  | 572     |
| Ideo: Conservative (5-7) | 20%              | (142) | 22%                  | (157) | 20%                    | (142) | 32%                | (230)  | 7%                      | (52)  | 724     |
| Educ: < College          | 11%              | (168) | 14%                  | (215) | 16%                    | (236) | 46%                | (699)  | 13%                     | (194) | 1512    |
| Educ: Bachelors degree   | 11%              | (47)  | 14%                  | (60)  | 21%                    | (92)  | 48%                | (211)  | 7%                      | (32)  | 444     |
| Educ: Post-grad          | 9%               | (23)  | 16%                  | (39)  | 20%                    | (49)  | 51%                | (123)  | 4%                      | (10)  | 244     |
| Income: Under 50k        | 12%              | (141) | 14%                  | (167) | 15%                    | (174) | 46%                | (545)  | 14%                     | (162) | 1189    |
| Income: 50k-100k         | 10%              | (69)  | 14%                  | (91)  | 20%                    | (132) | 48%                | (316)  | 8%                      | (54)  | 662     |
| Income: 100k+            | 8%               | (29)  | 16%                  | (56)  | 20%                    | (71)  | 49%                | (173)  | 6%                      | (21)  | 349     |
| Ethnicity: White         | 12%              | (211) | 15%                  | (258) | 17%                    | (293) | 46%                | (786)  | 10%                     | (174) | 1722    |
| Ethnicity: Hispanic      | 11%              | (38)  | 10%                  | (33)  | 20%                    | (69)  | 45%                | (156)  | 15%                     | (53)  | 349     |

Continued on next page

**Table CMS1\_7: How comfortable would you be doing the following activities right now?**  
 Going to a religious gathering or meeting

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 11%              | (238) | 14%                  | (314) | 17%                    | (377) | 47%                | (1034) | 11%                     | (237) | 2200    |
| Ethnicity: Afr. Am.               | 4%               | (11)  | 14%                  | (37)  | 17%                    | (46)  | 52%                | (144)  | 13%                     | (36)  | 274     |
| Ethnicity: Other                  | 8%               | (16)  | 9%                   | (19)  | 18%                    | (37)  | 51%                | (105)  | 13%                     | (27)  | 204     |
| All Christian                     | 13%              | (131) | 19%                  | (193) | 20%                    | (205) | 42%                | (432)  | 6%                      | (66)  | 1029    |
| All Non-Christian                 | 5%               | (6)   | 5%                   | (6)   | 21%                    | (25)  | 61%                | (75)   | 8%                      | (10)  | 122     |
| Atheist                           | 2%               | (3)   | 4%                   | (6)   | 7%                     | (9)   | 71%                | (95)   | 16%                     | (21)  | 133     |
| Agnostic/Nothing in particular    | 4%               | (22)  | 8%                   | (40)  | 15%                    | (77)  | 54%                | (284)  | 20%                     | (104) | 526     |
| Something Else                    | 20%              | (77)  | 18%                  | (69)  | 15%                    | (60)  | 38%                | (148)  | 9%                      | (36)  | 391     |
| Religious Non-Protestant/Catholic | 6%               | (9)   | 11%                  | (17)  | 20%                    | (32)  | 54%                | (85)   | 9%                      | (14)  | 156     |
| Evangelical                       | 23%              | (128) | 25%                  | (138) | 19%                    | (107) | 29%                | (162)  | 5%                      | (26)  | 560     |
| Non-Evangelical                   | 9%               | (75)  | 14%                  | (114) | 18%                    | (150) | 50%                | (405)  | 8%                      | (66)  | 809     |
| Community: Urban                  | 11%              | (64)  | 12%                  | (73)  | 17%                    | (103) | 50%                | (296)  | 10%                     | (59)  | 594     |
| Community: Suburban               | 10%              | (102) | 16%                  | (162) | 17%                    | (174) | 49%                | (515)  | 9%                      | (93)  | 1045    |
| Community: Rural                  | 13%              | (73)  | 14%                  | (80)  | 18%                    | (101) | 40%                | (223)  | 15%                     | (84)  | 560     |
| Employ: Private Sector            | 11%              | (70)  | 17%                  | (107) | 19%                    | (116) | 43%                | (264)  | 9%                      | (55)  | 613     |
| Employ: Government                | 10%              | (15)  | 15%                  | (23)  | 21%                    | (32)  | 45%                | (69)   | 10%                     | (15)  | 154     |
| Employ: Self-Employed             | 13%              | (22)  | 13%                  | (23)  | 19%                    | (34)  | 43%                | (76)   | 13%                     | (22)  | 177     |
| Employ: Homemaker                 | 15%              | (20)  | 12%                  | (17)  | 8%                     | (11)  | 48%                | (65)   | 16%                     | (22)  | 135     |
| Employ: Retired                   | 10%              | (51)  | 13%                  | (66)  | 17%                    | (83)  | 53%                | (260)  | 6%                      | (32)  | 492     |
| Employ: Unemployed                | 8%               | (26)  | 10%                  | (32)  | 13%                    | (43)  | 51%                | (166)  | 17%                     | (56)  | 323     |
| Employ: Other                     | 11%              | (15)  | 21%                  | (29)  | 18%                    | (25)  | 39%                | (54)   | 12%                     | (17)  | 140     |
| Military HH: Yes                  | 15%              | (53)  | 14%                  | (47)  | 17%                    | (58)  | 42%                | (143)  | 12%                     | (42)  | 343     |
| Military HH: No                   | 10%              | (186) | 14%                  | (267) | 17%                    | (319) | 48%                | (891)  | 10%                     | (194) | 1857    |
| RD/WT: Right Direction            | 19%              | (113) | 20%                  | (115) | 17%                    | (102) | 31%                | (180)  | 13%                     | (73)  | 583     |
| RD/WT: Wrong Track                | 8%               | (125) | 12%                  | (200) | 17%                    | (275) | 53%                | (854)  | 10%                     | (163) | 1617    |
| Trump Job Approve                 | 20%              | (167) | 23%                  | (193) | 17%                    | (142) | 30%                | (256)  | 10%                     | (87)  | 845     |
| Trump Job Disapprove              | 5%               | (64)  | 9%                   | (112) | 17%                    | (220) | 60%                | (759)  | 9%                      | (112) | 1268    |
| Trump Job Strongly Approve        | 27%              | (124) | 23%                  | (107) | 15%                    | (70)  | 26%                | (120)  | 9%                      | (43)  | 464     |
| Trump Job Somewhat Approve        | 11%              | (43)  | 23%                  | (86)  | 19%                    | (72)  | 36%                | (135)  | 11%                     | (44)  | 381     |
| Trump Job Somewhat Disapprove     | 8%               | (18)  | 13%                  | (30)  | 28%                    | (65)  | 43%                | (99)   | 8%                      | (18)  | 230     |
| Trump Job Strongly Disapprove     | 4%               | (46)  | 8%                   | (82)  | 15%                    | (155) | 64%                | (660)  | 9%                      | (94)  | 1037    |

Continued on next page

**Table CMS1\_7: How comfortable would you be doing the following activities right now?**  
*Going to a religious gathering or meeting*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 11%              | (238) | 14%                  | (314) | 17%                    | (377) | 47%                | (1034) | 11%                     | (237) | 2200    |
| Favorable of Trump                   | 21%              | (171) | 24%                  | (193) | 17%                    | (140) | 30%                | (243)  | 8%                      | (67)  | 814     |
| Unfavorable of Trump                 | 5%               | (61)  | 9%                   | (110) | 17%                    | (218) | 61%                | (774)  | 9%                      | (115) | 1278    |
| Very Favorable of Trump              | 27%              | (126) | 23%                  | (108) | 16%                    | (74)  | 26%                | (121)  | 7%                      | (35)  | 465     |
| Somewhat Favorable of Trump          | 13%              | (45)  | 24%                  | (84)  | 19%                    | (66)  | 35%                | (122)  | 9%                      | (32)  | 349     |
| Somewhat Unfavorable of Trump        | 9%               | (18)  | 15%                  | (31)  | 27%                    | (55)  | 41%                | (85)   | 8%                      | (17)  | 205     |
| Very Unfavorable of Trump            | 4%               | (43)  | 7%                   | (80)  | 15%                    | (163) | 64%                | (689)  | 9%                      | (98)  | 1072    |
| #1 Issue: Economy                    | 12%              | (87)  | 17%                  | (126) | 18%                    | (129) | 44%                | (315)  | 9%                      | (65)  | 722     |
| #1 Issue: Security                   | 22%              | (57)  | 17%                  | (45)  | 15%                    | (40)  | 35%                | (93)   | 11%                     | (29)  | 263     |
| #1 Issue: Health Care                | 4%               | (16)  | 11%                  | (48)  | 21%                    | (90)  | 54%                | (232)  | 9%                      | (40)  | 427     |
| #1 Issue: Medicare / Social Security | 9%               | (26)  | 12%                  | (34)  | 15%                    | (43)  | 55%                | (155)  | 8%                      | (23)  | 282     |
| #1 Issue: Women's Issues             | 4%               | (4)   | 11%                  | (12)  | 20%                    | (23)  | 46%                | (51)   | 19%                     | (21)  | 111     |
| #1 Issue: Education                  | 9%               | (12)  | 15%                  | (20)  | 13%                    | (17)  | 42%                | (56)   | 21%                     | (28)  | 132     |
| #1 Issue: Energy                     | 17%              | (15)  | 5%                   | (5)   | 17%                    | (15)  | 43%                | (38)   | 17%                     | (15)  | 88      |
| #1 Issue: Other                      | 12%              | (22)  | 14%                  | (24)  | 12%                    | (20)  | 55%                | (96)   | 8%                      | (14)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (24)  | 9%                   | (72)  | 16%                    | (118) | 62%                | (470)  | 10%                     | (75)  | 760     |
| 2018 House Vote: Republican          | 22%              | (137) | 23%                  | (142) | 18%                    | (113) | 30%                | (184)  | 6%                      | (40)  | 616     |
| 2018 House Vote: Someone else        | 5%               | (3)   | 14%                  | (10)  | 24%                    | (17)  | 47%                | (33)   | 10%                     | (7)   | 70      |
| 2016 Vote: Hillary Clinton           | 3%               | (24)  | 9%                   | (65)  | 16%                    | (107) | 61%                | (423)  | 10%                     | (70)  | 689     |
| 2016 Vote: Donald Trump              | 21%              | (135) | 22%                  | (146) | 19%                    | (124) | 31%                | (206)  | 7%                      | (47)  | 658     |
| 2016 Vote: Other                     | 7%               | (11)  | 12%                  | (18)  | 20%                    | (31)  | 50%                | (78)   | 12%                     | (19)  | 157     |
| 2016 Vote: Didn't Vote               | 10%              | (69)  | 12%                  | (85)  | 16%                    | (115) | 47%                | (326)  | 15%                     | (101) | 696     |
| Voted in 2014: Yes                   | 12%              | (145) | 16%                  | (197) | 18%                    | (220) | 47%                | (596)  | 8%                      | (96)  | 1255    |
| Voted in 2014: No                    | 10%              | (93)  | 12%                  | (117) | 17%                    | (156) | 46%                | (438)  | 15%                     | (140) | 945     |
| 2012 Vote: Barack Obama              | 5%               | (36)  | 12%                  | (91)  | 17%                    | (133) | 58%                | (455)  | 9%                      | (70)  | 785     |
| 2012 Vote: Mitt Romney               | 20%              | (101) | 23%                  | (116) | 18%                    | (90)  | 33%                | (161)  | 6%                      | (28)  | 496     |
| 2012 Vote: Other                     | 14%              | (12)  | 12%                  | (10)  | 16%                    | (13)  | 46%                | (38)   | 12%                     | (10)  | 83      |
| 2012 Vote: Didn't Vote               | 11%              | (89)  | 12%                  | (97)  | 17%                    | (141) | 45%                | (375)  | 15%                     | (128) | 831     |

Continued on next page

**Table CMS1\_7:** How comfortable would you be doing the following activities right now?

Going to a religious gathering or meeting

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 11%              | (238) | 14%                  | (314) | 17%                    | (377) | 47%                | (1034) | 11%                     | (237) | 2200    |
| 4-Region: Northeast                   | 7%               | (29)  | 16%                  | (62)  | 20%                    | (78)  | 47%                | (184)  | 10%                     | (40)  | 394     |
| 4-Region: Midwest                     | 12%              | (55)  | 14%                  | (65)  | 17%                    | (77)  | 48%                | (220)  | 10%                     | (45)  | 462     |
| 4-Region: South                       | 13%              | (111) | 15%                  | (120) | 17%                    | (140) | 44%                | (363)  | 11%                     | (91)  | 824     |
| 4-Region: West                        | 8%               | (43)  | 13%                  | (67)  | 16%                    | (82)  | 51%                | (267)  | 12%                     | (61)  | 520     |
| Frequent Flyer                        | 11%              | (30)  | 16%                  | (44)  | 15%                    | (41)  | 48%                | (131)  | 10%                     | (27)  | 273     |
| International Travel                  | 10%              | (44)  | 15%                  | (64)  | 19%                    | (80)  | 47%                | (197)  | 8%                      | (35)  | 420     |
| Sports fans                           | 11%              | (163) | 17%                  | (242) | 19%                    | (274) | 44%                | (645)  | 9%                      | (132) | 1457    |
| Heard a lot/some about new H1N1       | 9%               | (94)  | 13%                  | (129) | 17%                    | (170) | 53%                | (527)  | 8%                      | (77)  | 997     |
| Heard not much/nothing about new H1N1 | 12%              | (145) | 15%                  | (185) | 17%                    | (207) | 42%                | (507)  | 13%                     | (159) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_8: How comfortable would you be doing the following activities right now?**  
Going to a work conference

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 7%               | (155) | 12%                  | (260) | 17%                    | (383) | 46%                | (1014) | 18%                     | (388) | 2200    |
| Gender: Male             | 9%               | (100) | 14%                  | (146) | 19%                    | (202) | 42%                | (446)  | 16%                     | (169) | 1062    |
| Gender: Female           | 5%               | (56)  | 10%                  | (114) | 16%                    | (181) | 50%                | (568)  | 19%                     | (219) | 1138    |
| Age: 18-34               | 7%               | (46)  | 16%                  | (105) | 21%                    | (140) | 41%                | (266)  | 15%                     | (98)  | 655     |
| Age: 35-44               | 11%              | (40)  | 16%                  | (59)  | 19%                    | (68)  | 39%                | (139)  | 15%                     | (52)  | 358     |
| Age: 45-64               | 7%               | (55)  | 10%                  | (77)  | 17%                    | (127) | 45%                | (338)  | 20%                     | (153) | 751     |
| Age: 65+                 | 3%               | (14)  | 4%                   | (18)  | 11%                    | (48)  | 62%                | (271)  | 19%                     | (85)  | 436     |
| GenZers: 1997-2012       | 8%               | (28)  | 13%                  | (46)  | 20%                    | (68)  | 42%                | (142)  | 17%                     | (57)  | 340     |
| Millennials: 1981-1996   | 8%               | (42)  | 17%                  | (84)  | 21%                    | (104) | 39%                | (193)  | 14%                     | (69)  | 492     |
| GenXers: 1965-1980       | 8%               | (43)  | 15%                  | (81)  | 18%                    | (99)  | 43%                | (230)  | 16%                     | (86)  | 539     |
| Baby Boomers: 1946-1964  | 5%               | (40)  | 6%                   | (46)  | 14%                    | (104) | 53%                | (397)  | 22%                     | (165) | 752     |
| PID: Dem (no lean)       | 5%               | (45)  | 9%                   | (76)  | 17%                    | (138) | 56%                | (459)  | 13%                     | (106) | 823     |
| PID: Ind (no lean)       | 5%               | (35)  | 11%                  | (81)  | 21%                    | (150) | 43%                | (307)  | 21%                     | (148) | 720     |
| PID: Rep (no lean)       | 11%              | (75)  | 16%                  | (104) | 15%                    | (96)  | 38%                | (248)  | 20%                     | (134) | 657     |
| PID/Gender: Dem Men      | 8%               | (30)  | 11%                  | (40)  | 16%                    | (59)  | 53%                | (191)  | 11%                     | (41)  | 360     |
| PID/Gender: Dem Women    | 3%               | (15)  | 8%                   | (35)  | 17%                    | (79)  | 58%                | (268)  | 14%                     | (65)  | 462     |
| PID/Gender: Ind Men      | 7%               | (24)  | 10%                  | (35)  | 24%                    | (85)  | 40%                | (144)  | 20%                     | (74)  | 362     |
| PID/Gender: Ind Women    | 3%               | (12)  | 13%                  | (46)  | 18%                    | (64)  | 45%                | (162)  | 21%                     | (74)  | 358     |
| PID/Gender: Rep Men      | 14%              | (46)  | 21%                  | (71)  | 17%                    | (58)  | 33%                | (110)  | 16%                     | (54)  | 339     |
| PID/Gender: Rep Women    | 9%               | (29)  | 10%                  | (33)  | 12%                    | (38)  | 43%                | (138)  | 25%                     | (80)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (28)  | 8%                   | (54)  | 16%                    | (104) | 57%                | (369)  | 14%                     | (90)  | 644     |
| Ideo: Moderate (4)       | 7%               | (37)  | 11%                  | (60)  | 21%                    | (122) | 47%                | (269)  | 15%                     | (83)  | 572     |
| Ideo: Conservative (5-7) | 11%              | (77)  | 17%                  | (123) | 16%                    | (119) | 37%                | (271)  | 19%                     | (134) | 724     |
| Educ: < College          | 7%               | (106) | 11%                  | (172) | 17%                    | (251) | 44%                | (664)  | 21%                     | (319) | 1512    |
| Educ: Bachelors degree   | 7%               | (30)  | 14%                  | (61)  | 18%                    | (80)  | 51%                | (225)  | 11%                     | (47)  | 444     |
| Educ: Post-grad          | 8%               | (18)  | 11%                  | (27)  | 21%                    | (52)  | 51%                | (125)  | 9%                      | (22)  | 244     |
| Income: Under 50k        | 8%               | (90)  | 11%                  | (129) | 16%                    | (191) | 43%                | (511)  | 23%                     | (268) | 1189    |
| Income: 50k-100k         | 7%               | (44)  | 13%                  | (84)  | 19%                    | (124) | 49%                | (323)  | 13%                     | (87)  | 662     |
| Income: 100k+            | 6%               | (21)  | 14%                  | (47)  | 19%                    | (68)  | 51%                | (179)  | 10%                     | (34)  | 349     |
| Ethnicity: White         | 8%               | (134) | 12%                  | (210) | 17%                    | (291) | 45%                | (782)  | 18%                     | (305) | 1722    |
| Ethnicity: Hispanic      | 6%               | (22)  | 16%                  | (57)  | 19%                    | (66)  | 42%                | (147)  | 17%                     | (58)  | 349     |

Continued on next page

**Table CMS1\_8: How comfortable would you be doing the following activities right now?**  
*Going to a work conference*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 7%               | (155) | 12%                  | (260) | 17%                    | (383) | 46%                | (1014) | 18%                     | (388) | 2200    |
| Ethnicity: Afr. Am.               | 6%               | (15)  | 10%                  | (28)  | 17%                    | (46)  | 49%                | (134)  | 18%                     | (51)  | 274     |
| Ethnicity: Other                  | 3%               | (6)   | 11%                  | (22)  | 22%                    | (46)  | 48%                | (98)   | 16%                     | (32)  | 204     |
| All Christian                     | 7%               | (69)  | 12%                  | (126) | 17%                    | (179) | 47%                | (488)  | 16%                     | (167) | 1029    |
| All Non-Christian                 | 8%               | (10)  | 11%                  | (13)  | 13%                    | (16)  | 60%                | (73)   | 8%                      | (10)  | 122     |
| Atheist                           | 1%               | (1)   | 13%                  | (17)  | 9%                     | (12)  | 59%                | (78)   | 18%                     | (25)  | 133     |
| Agnostic/Nothing in particular    | 5%               | (26)  | 12%                  | (63)  | 21%                    | (109) | 43%                | (225)  | 20%                     | (103) | 526     |
| Something Else                    | 13%              | (49)  | 11%                  | (41)  | 17%                    | (67)  | 39%                | (151)  | 21%                     | (83)  | 391     |
| Religious Non-Protestant/Catholic | 7%               | (11)  | 10%                  | (16)  | 15%                    | (23)  | 55%                | (86)   | 13%                     | (20)  | 156     |
| Evangelical                       | 10%              | (57)  | 13%                  | (72)  | 18%                    | (102) | 39%                | (221)  | 19%                     | (109) | 560     |
| Non-Evangelical                   | 7%               | (58)  | 11%                  | (90)  | 17%                    | (136) | 50%                | (401)  | 15%                     | (125) | 809     |
| Community: Urban                  | 7%               | (44)  | 11%                  | (67)  | 21%                    | (123) | 45%                | (268)  | 16%                     | (93)  | 594     |
| Community: Suburban               | 6%               | (68)  | 13%                  | (132) | 17%                    | (173) | 48%                | (500)  | 17%                     | (173) | 1045    |
| Community: Rural                  | 8%               | (43)  | 11%                  | (62)  | 16%                    | (87)  | 44%                | (246)  | 22%                     | (122) | 560     |
| Employ: Private Sector            | 9%               | (54)  | 19%                  | (119) | 24%                    | (147) | 39%                | (242)  | 8%                      | (52)  | 613     |
| Employ: Government                | 7%               | (11)  | 16%                  | (24)  | 25%                    | (38)  | 42%                | (64)   | 11%                     | (16)  | 154     |
| Employ: Self-Employed             | 11%              | (20)  | 13%                  | (23)  | 20%                    | (35)  | 43%                | (76)   | 13%                     | (23)  | 177     |
| Employ: Homemaker                 | 9%               | (12)  | 5%                   | (6)   | 9%                     | (12)  | 48%                | (64)   | 31%                     | (41)  | 135     |
| Employ: Retired                   | 3%               | (17)  | 3%                   | (15)  | 10%                    | (48)  | 60%                | (294)  | 24%                     | (118) | 492     |
| Employ: Unemployed                | 6%               | (20)  | 9%                   | (30)  | 15%                    | (48)  | 49%                | (159)  | 20%                     | (65)  | 323     |
| Employ: Other                     | 9%               | (12)  | 13%                  | (18)  | 17%                    | (24)  | 30%                | (42)   | 32%                     | (44)  | 140     |
| Military HH: Yes                  | 7%               | (25)  | 10%                  | (36)  | 14%                    | (48)  | 43%                | (148)  | 25%                     | (86)  | 343     |
| Military HH: No                   | 7%               | (130) | 12%                  | (224) | 18%                    | (335) | 47%                | (865)  | 16%                     | (302) | 1857    |
| RD/WT: Right Direction            | 13%              | (77)  | 15%                  | (86)  | 18%                    | (107) | 34%                | (199)  | 19%                     | (113) | 583     |
| RD/WT: Wrong Track                | 5%               | (78)  | 11%                  | (174) | 17%                    | (275) | 50%                | (815)  | 17%                     | (275) | 1617    |
| Trump Job Approve                 | 11%              | (97)  | 18%                  | (148) | 17%                    | (140) | 35%                | (292)  | 20%                     | (169) | 845     |
| Trump Job Disapprove              | 5%               | (58)  | 8%                   | (101) | 18%                    | (233) | 55%                | (699)  | 14%                     | (176) | 1268    |
| Trump Job Strongly Approve        | 16%              | (74)  | 15%                  | (72)  | 13%                    | (61)  | 33%                | (155)  | 22%                     | (103) | 464     |
| Trump Job Somewhat Approve        | 6%               | (23)  | 20%                  | (76)  | 21%                    | (79)  | 36%                | (137)  | 17%                     | (66)  | 381     |
| Trump Job Somewhat Disapprove     | 6%               | (14)  | 10%                  | (22)  | 25%                    | (58)  | 41%                | (95)   | 18%                     | (41)  | 230     |
| Trump Job Strongly Disapprove     | 4%               | (44)  | 8%                   | (79)  | 17%                    | (175) | 58%                | (605)  | 13%                     | (135) | 1037    |

Continued on next page

**Table CMS1\_8: How comfortable would you be doing the following activities right now?**  
Going to a work conference

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 7%               | (155) | 12%                  | (260) | 17%                    | (383) | 46%                | (1014) | 18%                     | (388) | 2200    |
| Favorable of Trump                   | 12%              | (99)  | 18%                  | (143) | 17%                    | (140) | 34%                | (275)  | 19%                     | (158) | 814     |
| Unfavorable of Trump                 | 4%               | (53)  | 9%                   | (112) | 18%                    | (229) | 56%                | (716)  | 13%                     | (168) | 1278    |
| Very Favorable of Trump              | 16%              | (75)  | 16%                  | (74)  | 16%                    | (74)  | 33%                | (152)  | 19%                     | (89)  | 465     |
| Somewhat Favorable of Trump          | 7%               | (24)  | 20%                  | (69)  | 19%                    | (65)  | 35%                | (123)  | 20%                     | (68)  | 349     |
| Somewhat Unfavorable of Trump        | 5%               | (11)  | 11%                  | (22)  | 26%                    | (54)  | 42%                | (86)   | 16%                     | (32)  | 205     |
| Very Unfavorable of Trump            | 4%               | (42)  | 8%                   | (90)  | 16%                    | (175) | 59%                | (630)  | 13%                     | (136) | 1072    |
| #1 Issue: Economy                    | 8%               | (60)  | 16%                  | (114) | 21%                    | (148) | 42%                | (301)  | 14%                     | (98)  | 722     |
| #1 Issue: Security                   | 11%              | (30)  | 14%                  | (36)  | 14%                    | (37)  | 37%                | (97)   | 24%                     | (63)  | 263     |
| #1 Issue: Health Care                | 2%               | (9)   | 11%                  | (48)  | 22%                    | (93)  | 52%                | (223)  | 13%                     | (54)  | 427     |
| #1 Issue: Medicare / Social Security | 6%               | (16)  | 5%                   | (15)  | 11%                    | (30)  | 57%                | (161)  | 21%                     | (61)  | 282     |
| #1 Issue: Women's Issues             | 2%               | (3)   | 12%                  | (13)  | 19%                    | (21)  | 45%                | (50)   | 21%                     | (23)  | 111     |
| #1 Issue: Education                  | 8%               | (10)  | 7%                   | (9)   | 16%                    | (21)  | 40%                | (53)   | 30%                     | (40)  | 132     |
| #1 Issue: Energy                     | 11%              | (10)  | 13%                  | (11)  | 19%                    | (16)  | 42%                | (37)   | 16%                     | (14)  | 88      |
| #1 Issue: Other                      | 10%              | (17)  | 8%                   | (14)  | 9%                     | (17)  | 52%                | (92)   | 21%                     | (36)  | 175     |
| 2018 House Vote: Democrat            | 4%               | (30)  | 8%                   | (58)  | 17%                    | (131) | 57%                | (435)  | 14%                     | (106) | 760     |
| 2018 House Vote: Republican          | 12%              | (72)  | 14%                  | (86)  | 17%                    | (105) | 38%                | (236)  | 19%                     | (117) | 616     |
| 2018 House Vote: Someone else        | 7%               | (5)   | 5%                   | (4)   | 21%                    | (15)  | 42%                | (29)   | 25%                     | (17)  | 70      |
| 2016 Vote: Hillary Clinton           | 4%               | (24)  | 7%                   | (50)  | 17%                    | (116) | 58%                | (398)  | 15%                     | (101) | 689     |
| 2016 Vote: Donald Trump              | 11%              | (71)  | 15%                  | (100) | 16%                    | (105) | 39%                | (260)  | 19%                     | (122) | 658     |
| 2016 Vote: Other                     | 5%               | (8)   | 10%                  | (16)  | 22%                    | (34)  | 50%                | (79)   | 13%                     | (21)  | 157     |
| 2016 Vote: Didn't Vote               | 8%               | (52)  | 14%                  | (95)  | 18%                    | (128) | 40%                | (276)  | 21%                     | (144) | 696     |
| Voted in 2014: Yes                   | 7%               | (92)  | 10%                  | (130) | 16%                    | (198) | 50%                | (629)  | 16%                     | (206) | 1255    |
| Voted in 2014: No                    | 7%               | (63)  | 14%                  | (131) | 20%                    | (185) | 41%                | (385)  | 19%                     | (182) | 945     |
| 2012 Vote: Barack Obama              | 5%               | (39)  | 10%                  | (75)  | 16%                    | (128) | 56%                | (436)  | 14%                     | (108) | 785     |
| 2012 Vote: Mitt Romney               | 10%              | (50)  | 12%                  | (59)  | 16%                    | (82)  | 43%                | (214)  | 19%                     | (93)  | 496     |
| 2012 Vote: Other                     | 9%               | (8)   | 12%                  | (10)  | 11%                    | (9)   | 44%                | (37)   | 24%                     | (20)  | 83      |
| 2012 Vote: Didn't Vote               | 7%               | (59)  | 14%                  | (117) | 20%                    | (164) | 39%                | (325)  | 20%                     | (167) | 831     |

Continued on next page



**Table CMS1\_8:** How comfortable would you be doing the following activities right now?

Going to a work conference

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 7%               | (155) | 12%                  | (260) | 17%                    | (383) | 46%                | (1014) | 18%                     | (388) | 2200    |
| 4-Region: Northeast                   | 5%               | (20)  | 14%                  | (56)  | 19%                    | (76)  | 48%                | (191)  | 13%                     | (51)  | 394     |
| 4-Region: Midwest                     | 8%               | (35)  | 9%                   | (41)  | 17%                    | (80)  | 47%                | (217)  | 19%                     | (89)  | 462     |
| 4-Region: South                       | 8%               | (68)  | 13%                  | (105) | 17%                    | (143) | 42%                | (343)  | 20%                     | (165) | 824     |
| 4-Region: West                        | 6%               | (33)  | 11%                  | (58)  | 16%                    | (84)  | 51%                | (263)  | 16%                     | (82)  | 520     |
| Frequent Flyer                        | 11%              | (31)  | 12%                  | (33)  | 18%                    | (50)  | 46%                | (126)  | 12%                     | (33)  | 273     |
| International Travel                  | 9%               | (37)  | 14%                  | (60)  | 21%                    | (89)  | 46%                | (193)  | 10%                     | (42)  | 420     |
| Sports fans                           | 7%               | (97)  | 13%                  | (196) | 20%                    | (286) | 45%                | (651)  | 16%                     | (228) | 1457    |
| Heard a lot/some about new H1N1       | 8%               | (75)  | 13%                  | (128) | 18%                    | (177) | 50%                | (497)  | 12%                     | (119) | 997     |
| Heard not much/nothing about new H1N1 | 7%               | (80)  | 11%                  | (132) | 17%                    | (206) | 43%                | (516)  | 22%                     | (269) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_9: How comfortable would you be doing the following activities right now?**  
*Going to a theater performance*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 7%               | (148) | 8%                   | (186) | 16%                    | (354) | 59%                | (1307) | 9%                      | (205) | 2200    |
| Gender: Male             | 7%               | (78)  | 10%                  | (104) | 17%                    | (182) | 55%                | (586)  | 11%                     | (112) | 1062    |
| Gender: Female           | 6%               | (70)  | 7%                   | (82)  | 15%                    | (172) | 63%                | (722)  | 8%                      | (94)  | 1138    |
| Age: 18-34               | 7%               | (48)  | 10%                  | (67)  | 20%                    | (128) | 53%                | (349)  | 10%                     | (63)  | 655     |
| Age: 35-44               | 12%              | (42)  | 7%                   | (25)  | 19%                    | (70)  | 50%                | (178)  | 12%                     | (43)  | 358     |
| Age: 45-64               | 5%               | (41)  | 9%                   | (70)  | 15%                    | (112) | 60%                | (453)  | 10%                     | (74)  | 751     |
| Age: 65+                 | 4%               | (16)  | 5%                   | (23)  | 10%                    | (44)  | 75%                | (327)  | 6%                      | (26)  | 436     |
| GenZers: 1997-2012       | 8%               | (26)  | 8%                   | (28)  | 20%                    | (67)  | 54%                | (183)  | 11%                     | (36)  | 340     |
| Millennials: 1981-1996   | 9%               | (46)  | 11%                  | (53)  | 18%                    | (90)  | 51%                | (252)  | 10%                     | (51)  | 492     |
| GenXers: 1965-1980       | 8%               | (43)  | 9%                   | (47)  | 18%                    | (97)  | 56%                | (300)  | 10%                     | (52)  | 539     |
| Baby Boomers: 1946-1964  | 4%               | (28)  | 7%                   | (53)  | 13%                    | (96)  | 68%                | (511)  | 8%                      | (62)  | 752     |
| PID: Dem (no lean)       | 4%               | (30)  | 6%                   | (48)  | 15%                    | (126) | 69%                | (569)  | 6%                      | (49)  | 823     |
| PID: Ind (no lean)       | 6%               | (41)  | 9%                   | (68)  | 16%                    | (118) | 57%                | (410)  | 11%                     | (82)  | 720     |
| PID: Rep (no lean)       | 12%              | (76)  | 11%                  | (69)  | 17%                    | (110) | 50%                | (328)  | 11%                     | (74)  | 657     |
| PID/Gender: Dem Men      | 4%               | (14)  | 7%                   | (26)  | 16%                    | (58)  | 66%                | (237)  | 7%                      | (25)  | 360     |
| PID/Gender: Dem Women    | 4%               | (16)  | 5%                   | (22)  | 15%                    | (67)  | 72%                | (332)  | 5%                      | (24)  | 462     |
| PID/Gender: Ind Men      | 6%               | (21)  | 9%                   | (31)  | 19%                    | (68)  | 54%                | (195)  | 13%                     | (47)  | 362     |
| PID/Gender: Ind Women    | 6%               | (20)  | 10%                  | (37)  | 14%                    | (51)  | 60%                | (215)  | 10%                     | (35)  | 358     |
| PID/Gender: Rep Men      | 13%              | (43)  | 14%                  | (47)  | 16%                    | (56)  | 45%                | (154)  | 12%                     | (40)  | 339     |
| PID/Gender: Rep Women    | 10%              | (33)  | 7%                   | (22)  | 17%                    | (54)  | 55%                | (174)  | 11%                     | (34)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (27)  | 6%                   | (39)  | 14%                    | (90)  | 71%                | (459)  | 5%                      | (30)  | 644     |
| Ideo: Moderate (4)       | 5%               | (30)  | 7%                   | (41)  | 17%                    | (100) | 60%                | (346)  | 10%                     | (55)  | 572     |
| Ideo: Conservative (5-7) | 9%               | (69)  | 13%                  | (97)  | 18%                    | (130) | 50%                | (365)  | 9%                      | (63)  | 724     |
| Educ: < College          | 7%               | (98)  | 8%                   | (128) | 15%                    | (230) | 58%                | (875)  | 12%                     | (182) | 1512    |
| Educ: Bachelors degree   | 7%               | (32)  | 8%                   | (36)  | 17%                    | (77)  | 63%                | (281)  | 4%                      | (19)  | 444     |
| Educ: Post-grad          | 7%               | (18)  | 9%                   | (23)  | 19%                    | (47)  | 62%                | (151)  | 2%                      | (5)   | 244     |
| Income: Under 50k        | 7%               | (81)  | 9%                   | (104) | 14%                    | (170) | 57%                | (679)  | 13%                     | (155) | 1189    |
| Income: 50k-100k         | 6%               | (42)  | 7%                   | (50)  | 19%                    | (126) | 61%                | (405)  | 6%                      | (39)  | 662     |
| Income: 100k+            | 7%               | (24)  | 9%                   | (32)  | 17%                    | (58)  | 64%                | (223)  | 3%                      | (12)  | 349     |
| Ethnicity: White         | 7%               | (123) | 9%                   | (155) | 16%                    | (275) | 59%                | (1012) | 9%                      | (158) | 1722    |
| Ethnicity: Hispanic      | 9%               | (30)  | 9%                   | (32)  | 18%                    | (63)  | 54%                | (188)  | 11%                     | (37)  | 349     |

Continued on next page

**Table CMS1\_9: How comfortable would you be doing the following activities right now?**  
*Going to a theater performance*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 7%               | (148) | 8%                   | (186) | 16%                    | (354) | 59%                | (1307) | 9%                      | (205) | 2200    |
| Ethnicity: Afr. Am.               | 4%               | (10)  | 7%                   | (18)  | 16%                    | (45)  | 62%                | (170)  | 11%                     | (31)  | 274     |
| Ethnicity: Other                  | 7%               | (15)  | 6%                   | (13)  | 17%                    | (34)  | 62%                | (126)  | 8%                      | (16)  | 204     |
| All Christian                     | 6%               | (57)  | 10%                  | (99)  | 17%                    | (171) | 61%                | (623)  | 8%                      | (78)  | 1029    |
| All Non-Christian                 | 5%               | (6)   | 4%                   | (5)   | 9%                     | (12)  | 77%                | (93)   | 4%                      | (5)   | 122     |
| Atheist                           | 4%               | (6)   | 8%                   | (11)  | 12%                    | (16)  | 69%                | (92)   | 7%                      | (9)   | 133     |
| Agnostic/Nothing in particular    | 6%               | (30)  | 8%                   | (40)  | 17%                    | (88)  | 57%                | (297)  | 13%                     | (70)  | 526     |
| Something Else                    | 12%              | (48)  | 8%                   | (30)  | 17%                    | (67)  | 52%                | (203)  | 11%                     | (43)  | 391     |
| Religious Non-Protestant/Catholic | 4%               | (7)   | 6%                   | (10)  | 13%                    | (20)  | 71%                | (111)  | 6%                      | (9)   | 156     |
| Evangelical                       | 10%              | (58)  | 10%                  | (54)  | 17%                    | (97)  | 52%                | (293)  | 11%                     | (59)  | 560     |
| Non-Evangelical                   | 6%               | (46)  | 9%                   | (69)  | 17%                    | (134) | 63%                | (509)  | 6%                      | (52)  | 809     |
| Community: Urban                  | 7%               | (41)  | 7%                   | (43)  | 19%                    | (115) | 58%                | (343)  | 9%                      | (51)  | 594     |
| Community: Suburban               | 6%               | (60)  | 9%                   | (93)  | 16%                    | (163) | 62%                | (645)  | 8%                      | (84)  | 1045    |
| Community: Rural                  | 8%               | (47)  | 9%                   | (49)  | 13%                    | (75)  | 57%                | (319)  | 13%                     | (70)  | 560     |
| Employ: Private Sector            | 7%               | (46)  | 12%                  | (74)  | 20%                    | (125) | 54%                | (329)  | 6%                      | (39)  | 613     |
| Employ: Government                | 9%               | (13)  | 8%                   | (12)  | 16%                    | (25)  | 59%                | (91)   | 8%                      | (13)  | 154     |
| Employ: Self-Employed             | 13%              | (23)  | 7%                   | (13)  | 15%                    | (27)  | 55%                | (97)   | 10%                     | (18)  | 177     |
| Employ: Homemaker                 | 9%               | (12)  | 4%                   | (5)   | 10%                    | (14)  | 61%                | (82)   | 16%                     | (22)  | 135     |
| Employ: Retired                   | 4%               | (18)  | 5%                   | (25)  | 10%                    | (48)  | 73%                | (361)  | 8%                      | (40)  | 492     |
| Employ: Unemployed                | 5%               | (17)  | 9%                   | (29)  | 16%                    | (51)  | 57%                | (186)  | 13%                     | (40)  | 323     |
| Employ: Other                     | 9%               | (12)  | 8%                   | (12)  | 17%                    | (24)  | 49%                | (69)   | 17%                     | (23)  | 140     |
| Military HH: Yes                  | 7%               | (24)  | 7%                   | (23)  | 13%                    | (44)  | 62%                | (213)  | 11%                     | (38)  | 343     |
| Military HH: No                   | 7%               | (123) | 9%                   | (162) | 17%                    | (310) | 59%                | (1094) | 9%                      | (168) | 1857    |
| RD/WT: Right Direction            | 12%              | (69)  | 13%                  | (75)  | 17%                    | (98)  | 46%                | (268)  | 12%                     | (73)  | 583     |
| RD/WT: Wrong Track                | 5%               | (79)  | 7%                   | (110) | 16%                    | (256) | 64%                | (1040) | 8%                      | (133) | 1617    |
| Trump Job Approve                 | 11%              | (97)  | 13%                  | (107) | 17%                    | (146) | 46%                | (393)  | 12%                     | (103) | 845     |
| Trump Job Disapprove              | 4%               | (47)  | 6%                   | (77)  | 15%                    | (193) | 70%                | (885)  | 5%                      | (66)  | 1268    |
| Trump Job Strongly Approve        | 17%              | (78)  | 14%                  | (64)  | 13%                    | (58)  | 45%                | (208)  | 12%                     | (56)  | 464     |
| Trump Job Somewhat Approve        | 5%               | (19)  | 11%                  | (43)  | 23%                    | (88)  | 49%                | (185)  | 12%                     | (47)  | 381     |
| Trump Job Somewhat Disapprove     | 4%               | (9)   | 9%                   | (20)  | 23%                    | (54)  | 61%                | (140)  | 4%                      | (8)   | 230     |
| Trump Job Strongly Disapprove     | 4%               | (39)  | 5%                   | (57)  | 13%                    | (139) | 72%                | (745)  | 6%                      | (58)  | 1037    |

Continued on next page

**Table CMS1\_9: How comfortable would you be doing the following activities right now?**  
*Going to a theater performance*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 7%               | (148) | 8%                   | (186) | 16%                    | (354) | 59%                | (1307) | 9%                      | (205) | 2200    |
| Favorable of Trump                   | 12%              | (97)  | 13%                  | (107) | 19%                    | (152) | 46%                | (372)  | 11%                     | (86)  | 814     |
| Unfavorable of Trump                 | 4%               | (45)  | 6%                   | (77)  | 15%                    | (186) | 71%                | (907)  | 5%                      | (63)  | 1278    |
| Very Favorable of Trump              | 16%              | (76)  | 14%                  | (66)  | 15%                    | (70)  | 44%                | (203)  | 11%                     | (50)  | 465     |
| Somewhat Favorable of Trump          | 6%               | (21)  | 12%                  | (41)  | 24%                    | (82)  | 49%                | (170)  | 10%                     | (36)  | 349     |
| Somewhat Unfavorable of Trump        | 5%               | (9)   | 8%                   | (17)  | 24%                    | (50)  | 59%                | (120)  | 4%                      | (9)   | 205     |
| Very Unfavorable of Trump            | 3%               | (36)  | 6%                   | (60)  | 13%                    | (137) | 73%                | (786)  | 5%                      | (54)  | 1072    |
| #1 Issue: Economy                    | 8%               | (55)  | 11%                  | (83)  | 18%                    | (128) | 55%                | (395)  | 9%                      | (62)  | 722     |
| #1 Issue: Security                   | 14%              | (36)  | 9%                   | (24)  | 13%                    | (35)  | 52%                | (136)  | 12%                     | (32)  | 263     |
| #1 Issue: Health Care                | 3%               | (14)  | 6%                   | (26)  | 16%                    | (68)  | 68%                | (292)  | 6%                      | (27)  | 427     |
| #1 Issue: Medicare / Social Security | 3%               | (8)   | 6%                   | (18)  | 14%                    | (41)  | 69%                | (196)  | 7%                      | (19)  | 282     |
| #1 Issue: Women's Issues             | 5%               | (6)   | 12%                  | (13)  | 16%                    | (18)  | 60%                | (67)   | 7%                      | (8)   | 111     |
| #1 Issue: Education                  | 8%               | (10)  | 4%                   | (6)   | 21%                    | (28)  | 46%                | (60)   | 22%                     | (29)  | 132     |
| #1 Issue: Energy                     | 9%               | (8)   | 7%                   | (6)   | 19%                    | (17)  | 53%                | (46)   | 12%                     | (10)  | 88      |
| #1 Issue: Other                      | 6%               | (11)  | 5%                   | (10)  | 11%                    | (20)  | 66%                | (116)  | 11%                     | (19)  | 175     |
| 2018 House Vote: Democrat            | 2%               | (18)  | 6%                   | (45)  | 13%                    | (97)  | 73%                | (556)  | 6%                      | (45)  | 760     |
| 2018 House Vote: Republican          | 13%              | (78)  | 12%                  | (77)  | 16%                    | (101) | 48%                | (298)  | 10%                     | (63)  | 616     |
| 2018 House Vote: Someone else        | 6%               | (4)   | 3%                   | (2)   | 20%                    | (14)  | 65%                | (45)   | 6%                      | (4)   | 70      |
| 2016 Vote: Hillary Clinton           | 3%               | (18)  | 6%                   | (43)  | 12%                    | (86)  | 73%                | (501)  | 6%                      | (41)  | 689     |
| 2016 Vote: Donald Trump              | 11%              | (71)  | 13%                  | (82)  | 16%                    | (108) | 50%                | (328)  | 10%                     | (68)  | 658     |
| 2016 Vote: Other                     | 6%               | (10)  | 5%                   | (7)   | 16%                    | (25)  | 66%                | (104)  | 6%                      | (10)  | 157     |
| 2016 Vote: Didn't Vote               | 7%               | (49)  | 8%                   | (53)  | 19%                    | (135) | 54%                | (374)  | 12%                     | (86)  | 696     |
| Voted in 2014: Yes                   | 7%               | (90)  | 8%                   | (100) | 14%                    | (178) | 63%                | (795)  | 7%                      | (92)  | 1255    |
| Voted in 2014: No                    | 6%               | (58)  | 9%                   | (85)  | 19%                    | (176) | 54%                | (512)  | 12%                     | (114) | 945     |
| 2012 Vote: Barack Obama              | 3%               | (27)  | 6%                   | (45)  | 14%                    | (111) | 71%                | (555)  | 6%                      | (47)  | 785     |
| 2012 Vote: Mitt Romney               | 11%              | (54)  | 11%                  | (57)  | 14%                    | (72)  | 55%                | (272)  | 8%                      | (42)  | 496     |
| 2012 Vote: Other                     | 11%              | (9)   | 9%                   | (7)   | 11%                    | (10)  | 58%                | (49)   | 11%                     | (9)   | 83      |
| 2012 Vote: Didn't Vote               | 7%               | (58)  | 9%                   | (76)  | 19%                    | (161) | 52%                | (428)  | 13%                     | (107) | 831     |

Continued on next page

**Table CMS1\_9:** How comfortable would you be doing the following activities right now?

Going to a theater performance

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 7%               | (148) | 8%                   | (186) | 16%                    | (354) | 59%                | (1307) | 9%                      | (205) | 2200    |
| 4-Region: Northeast                   | 5%               | (22)  | 9%                   | (35)  | 18%                    | (70)  | 62%                | (244)  | 6%                      | (23)  | 394     |
| 4-Region: Midwest                     | 8%               | (38)  | 9%                   | (40)  | 12%                    | (56)  | 60%                | (278)  | 11%                     | (51)  | 462     |
| 4-Region: South                       | 8%               | (63)  | 9%                   | (73)  | 16%                    | (130) | 57%                | (469)  | 11%                     | (89)  | 824     |
| 4-Region: West                        | 5%               | (25)  | 7%                   | (37)  | 19%                    | (99)  | 61%                | (317)  | 8%                      | (42)  | 520     |
| Frequent Flyer                        | 10%              | (28)  | 9%                   | (26)  | 18%                    | (49)  | 56%                | (154)  | 6%                      | (17)  | 273     |
| International Travel                  | 8%               | (33)  | 12%                  | (49)  | 17%                    | (73)  | 57%                | (240)  | 6%                      | (25)  | 420     |
| Sports fans                           | 6%               | (93)  | 10%                  | (141) | 18%                    | (265) | 58%                | (840)  | 8%                      | (118) | 1457    |
| Heard a lot/some about new H1N1       | 7%               | (72)  | 8%                   | (81)  | 15%                    | (147) | 65%                | (646)  | 5%                      | (51)  | 997     |
| Heard not much/nothing about new H1N1 | 6%               | (76)  | 9%                   | (104) | 17%                    | (207) | 55%                | (661)  | 13%                     | (155) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_10:** How comfortable would you be doing the following activities right now?

Going to a museum

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 8%               | (178) | 17%                  | (369) | 21%                    | (465) | 46%                | (1003) | 8%                      | (185) | 2200    |
| Gender: Male             | 9%               | (94)  | 20%                  | (208) | 22%                    | (232) | 41%                | (435)  | 9%                      | (92)  | 1062    |
| Gender: Female           | 7%               | (83)  | 14%                  | (161) | 20%                    | (233) | 50%                | (568)  | 8%                      | (93)  | 1138    |
| Age: 18-34               | 7%               | (48)  | 19%                  | (125) | 25%                    | (165) | 39%                | (254)  | 10%                     | (63)  | 655     |
| Age: 35-44               | 13%              | (45)  | 17%                  | (61)  | 19%                    | (68)  | 42%                | (152)  | 9%                      | (31)  | 358     |
| Age: 45-64               | 8%               | (60)  | 17%                  | (129) | 20%                    | (150) | 46%                | (346)  | 9%                      | (66)  | 751     |
| Age: 65+                 | 6%               | (24)  | 12%                  | (54)  | 19%                    | (82)  | 58%                | (251)  | 6%                      | (24)  | 436     |
| GenZers: 1997-2012       | 8%               | (26)  | 16%                  | (55)  | 27%                    | (92)  | 37%                | (127)  | 12%                     | (40)  | 340     |
| Millennials: 1981-1996   | 9%               | (46)  | 19%                  | (96)  | 21%                    | (106) | 41%                | (200)  | 9%                      | (44)  | 492     |
| GenXers: 1965-1980       | 11%              | (60)  | 19%                  | (103) | 18%                    | (96)  | 45%                | (240)  | 7%                      | (40)  | 539     |
| Baby Boomers: 1946-1964  | 5%               | (40)  | 14%                  | (109) | 22%                    | (162) | 51%                | (384)  | 8%                      | (56)  | 752     |
| PID: Dem (no lean)       | 4%               | (34)  | 12%                  | (101) | 22%                    | (182) | 55%                | (454)  | 6%                      | (52)  | 823     |
| PID: Ind (no lean)       | 8%               | (56)  | 17%                  | (119) | 23%                    | (168) | 43%                | (308)  | 10%                     | (70)  | 720     |
| PID: Rep (no lean)       | 13%              | (88)  | 23%                  | (149) | 18%                    | (115) | 37%                | (242)  | 10%                     | (64)  | 657     |
| PID/Gender: Dem Men      | 4%               | (14)  | 16%                  | (56)  | 23%                    | (85)  | 50%                | (181)  | 7%                      | (24)  | 360     |
| PID/Gender: Dem Women    | 4%               | (20)  | 10%                  | (45)  | 21%                    | (97)  | 59%                | (272)  | 6%                      | (28)  | 462     |
| PID/Gender: Ind Men      | 9%               | (32)  | 15%                  | (53)  | 25%                    | (92)  | 40%                | (146)  | 11%                     | (39)  | 362     |
| PID/Gender: Ind Women    | 7%               | (23)  | 18%                  | (66)  | 21%                    | (76)  | 45%                | (162)  | 9%                      | (31)  | 358     |
| PID/Gender: Rep Men      | 14%              | (48)  | 29%                  | (99)  | 17%                    | (56)  | 32%                | (108)  | 9%                      | (29)  | 339     |
| PID/Gender: Rep Women    | 13%              | (40)  | 16%                  | (50)  | 19%                    | (59)  | 42%                | (134)  | 11%                     | (35)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (28)  | 13%                  | (83)  | 23%                    | (149) | 55%                | (355)  | 5%                      | (29)  | 644     |
| Ideo: Moderate (4)       | 7%               | (40)  | 15%                  | (88)  | 21%                    | (123) | 49%                | (279)  | 7%                      | (42)  | 572     |
| Ideo: Conservative (5-7) | 12%              | (87)  | 24%                  | (174) | 19%                    | (140) | 36%                | (263)  | 8%                      | (59)  | 724     |
| Educ: < College          | 8%               | (122) | 16%                  | (240) | 20%                    | (298) | 45%                | (687)  | 11%                     | (166) | 1512    |
| Educ: Bachelors degree   | 8%               | (35)  | 20%                  | (87)  | 24%                    | (105) | 46%                | (203)  | 3%                      | (14)  | 444     |
| Educ: Post-grad          | 8%               | (21)  | 17%                  | (42)  | 25%                    | (62)  | 46%                | (113)  | 2%                      | (6)   | 244     |
| Income: Under 50k        | 8%               | (96)  | 17%                  | (199) | 19%                    | (229) | 45%                | (530)  | 11%                     | (135) | 1189    |
| Income: 50k-100k         | 7%               | (49)  | 16%                  | (108) | 22%                    | (146) | 48%                | (320)  | 6%                      | (38)  | 662     |
| Income: 100k+            | 9%               | (32)  | 18%                  | (62)  | 26%                    | (90)  | 44%                | (153)  | 3%                      | (12)  | 349     |
| Ethnicity: White         | 9%               | (154) | 18%                  | (306) | 21%                    | (357) | 45%                | (767)  | 8%                      | (138) | 1722    |
| Ethnicity: Hispanic      | 8%               | (29)  | 17%                  | (60)  | 23%                    | (80)  | 42%                | (146)  | 10%                     | (34)  | 349     |

Continued on next page

**Table CMS1\_10:** How comfortable would you be doing the following activities right now?*Going to a museum*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 8%               | (178) | 17%                  | (369) | 21%                    | (465) | 46%                | (1003) | 8%                      | (185) | 2200    |
| Ethnicity: Afr. Am.               | 3%               | (7)   | 12%                  | (33)  | 24%                    | (66)  | 51%                | (139)  | 11%                     | (29)  | 274     |
| Ethnicity: Other                  | 8%               | (17)  | 15%                  | (30)  | 21%                    | (43)  | 48%                | (98)   | 8%                      | (17)  | 204     |
| All Christian                     | 7%               | (73)  | 17%                  | (178) | 23%                    | (237) | 45%                | (467)  | 7%                      | (74)  | 1029    |
| All Non-Christian                 | 4%               | (5)   | 12%                  | (14)  | 21%                    | (25)  | 53%                | (65)   | 10%                     | (12)  | 122     |
| Atheist                           | 6%               | (9)   | 17%                  | (23)  | 20%                    | (27)  | 52%                | (69)   | 4%                      | (5)   | 133     |
| Agnostic/Nothing in particular    | 7%               | (34)  | 18%                  | (92)  | 19%                    | (101) | 46%                | (240)  | 11%                     | (58)  | 526     |
| Something Else                    | 14%              | (56)  | 16%                  | (61)  | 19%                    | (75)  | 42%                | (162)  | 9%                      | (36)  | 391     |
| Religious Non-Protestant/Catholic | 4%               | (6)   | 14%                  | (22)  | 20%                    | (32)  | 51%                | (80)   | 10%                     | (16)  | 156     |
| Evangelical                       | 12%              | (70)  | 21%                  | (116) | 20%                    | (112) | 39%                | (218)  | 8%                      | (44)  | 560     |
| Non-Evangelical                   | 7%               | (58)  | 14%                  | (111) | 24%                    | (193) | 49%                | (393)  | 7%                      | (55)  | 809     |
| Community: Urban                  | 7%               | (43)  | 15%                  | (87)  | 19%                    | (115) | 49%                | (293)  | 10%                     | (57)  | 594     |
| Community: Suburban               | 7%               | (78)  | 17%                  | (178) | 24%                    | (246) | 45%                | (475)  | 7%                      | (69)  | 1045    |
| Community: Rural                  | 10%              | (57)  | 19%                  | (105) | 19%                    | (104) | 42%                | (235)  | 11%                     | (59)  | 560     |
| Employ: Private Sector            | 9%               | (55)  | 23%                  | (140) | 23%                    | (141) | 41%                | (251)  | 4%                      | (26)  | 613     |
| Employ: Government                | 7%               | (11)  | 17%                  | (27)  | 22%                    | (34)  | 44%                | (68)   | 9%                      | (15)  | 154     |
| Employ: Self-Employed             | 13%              | (24)  | 16%                  | (29)  | 18%                    | (32)  | 44%                | (77)   | 9%                      | (15)  | 177     |
| Employ: Homemaker                 | 9%               | (12)  | 12%                  | (16)  | 11%                    | (14)  | 53%                | (71)   | 15%                     | (21)  | 135     |
| Employ: Retired                   | 6%               | (28)  | 11%                  | (55)  | 20%                    | (100) | 56%                | (278)  | 6%                      | (32)  | 492     |
| Employ: Unemployed                | 6%               | (21)  | 14%                  | (46)  | 21%                    | (69)  | 45%                | (146)  | 13%                     | (41)  | 323     |
| Employ: Other                     | 9%               | (12)  | 24%                  | (34)  | 16%                    | (23)  | 38%                | (53)   | 13%                     | (18)  | 140     |
| Military HH: Yes                  | 9%               | (31)  | 16%                  | (56)  | 21%                    | (72)  | 43%                | (146)  | 11%                     | (38)  | 343     |
| Military HH: No                   | 8%               | (147) | 17%                  | (313) | 21%                    | (393) | 46%                | (858)  | 8%                      | (147) | 1857    |
| RD/WT: Right Direction            | 14%              | (81)  | 22%                  | (129) | 16%                    | (94)  | 37%                | (214)  | 11%                     | (65)  | 583     |
| RD/WT: Wrong Track                | 6%               | (97)  | 15%                  | (240) | 23%                    | (371) | 49%                | (790)  | 7%                      | (120) | 1617    |
| Trump Job Approve                 | 14%              | (116) | 23%                  | (197) | 18%                    | (148) | 36%                | (304)  | 9%                      | (79)  | 845     |
| Trump Job Disapprove              | 4%               | (56)  | 13%                  | (165) | 24%                    | (300) | 53%                | (676)  | 5%                      | (69)  | 1268    |
| Trump Job Strongly Approve        | 20%              | (94)  | 23%                  | (105) | 11%                    | (52)  | 37%                | (170)  | 9%                      | (42)  | 464     |
| Trump Job Somewhat Approve        | 6%               | (22)  | 24%                  | (92)  | 25%                    | (96)  | 35%                | (135)  | 10%                     | (37)  | 381     |
| Trump Job Somewhat Disapprove     | 6%               | (13)  | 21%                  | (49)  | 30%                    | (70)  | 41%                | (95)   | 2%                      | (4)   | 230     |
| Trump Job Strongly Disapprove     | 4%               | (44)  | 11%                  | (116) | 22%                    | (231) | 56%                | (582)  | 6%                      | (66)  | 1037    |

Continued on next page

**Table CMS1\_10: How comfortable would you be doing the following activities right now?**

*Going to a museum*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 8%               | (178) | 17%                  | (369) | 21%                    | (465) | 46%                | (1003) | 8%                      | (185) | 2200    |
| Favorable of Trump                   | 15%              | (119) | 24%                  | (199) | 18%                    | (144) | 35%                | (286)  | 8%                      | (66)  | 814     |
| Unfavorable of Trump                 | 4%               | (53)  | 13%                  | (165) | 23%                    | (299) | 55%                | (700)  | 5%                      | (61)  | 1278    |
| Very Favorable of Trump              | 20%              | (94)  | 23%                  | (107) | 14%                    | (63)  | 35%                | (165)  | 8%                      | (37)  | 465     |
| Somewhat Favorable of Trump          | 7%               | (25)  | 26%                  | (92)  | 23%                    | (81)  | 35%                | (122)  | 8%                      | (29)  | 349     |
| Somewhat Unfavorable of Trump        | 5%               | (11)  | 24%                  | (49)  | 28%                    | (57)  | 40%                | (82)   | 3%                      | (6)   | 205     |
| Very Unfavorable of Trump            | 4%               | (42)  | 11%                  | (117) | 23%                    | (242) | 58%                | (618)  | 5%                      | (55)  | 1072    |
| #1 Issue: Economy                    | 10%              | (72)  | 20%                  | (145) | 23%                    | (168) | 39%                | (281)  | 8%                      | (55)  | 722     |
| #1 Issue: Security                   | 15%              | (41)  | 18%                  | (47)  | 19%                    | (50)  | 41%                | (107)  | 7%                      | (18)  | 263     |
| #1 Issue: Health Care                | 4%               | (17)  | 15%                  | (64)  | 23%                    | (100) | 52%                | (224)  | 5%                      | (22)  | 427     |
| #1 Issue: Medicare / Social Security | 4%               | (10)  | 13%                  | (37)  | 16%                    | (46)  | 58%                | (164)  | 9%                      | (25)  | 282     |
| #1 Issue: Women's Issues             | 7%               | (8)   | 12%                  | (13)  | 24%                    | (26)  | 48%                | (53)   | 10%                     | (11)  | 111     |
| #1 Issue: Education                  | 7%               | (9)   | 16%                  | (21)  | 21%                    | (28)  | 34%                | (46)   | 21%                     | (28)  | 132     |
| #1 Issue: Energy                     | 7%               | (6)   | 17%                  | (15)  | 23%                    | (20)  | 44%                | (38)   | 9%                      | (8)   | 88      |
| #1 Issue: Other                      | 8%               | (14)  | 15%                  | (26)  | 16%                    | (27)  | 51%                | (90)   | 10%                     | (18)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (24)  | 12%                  | (92)  | 20%                    | (150) | 58%                | (439)  | 7%                      | (55)  | 760     |
| 2018 House Vote: Republican          | 14%              | (89)  | 24%                  | (150) | 19%                    | (119) | 34%                | (209)  | 8%                      | (48)  | 616     |
| 2018 House Vote: Someone else        | 9%               | (6)   | 10%                  | (7)   | 23%                    | (16)  | 48%                | (34)   | 11%                     | (8)   | 70      |
| 2016 Vote: Hillary Clinton           | 3%               | (22)  | 12%                  | (81)  | 22%                    | (152) | 57%                | (390)  | 6%                      | (44)  | 689     |
| 2016 Vote: Donald Trump              | 13%              | (84)  | 24%                  | (160) | 18%                    | (121) | 37%                | (244)  | 7%                      | (49)  | 658     |
| 2016 Vote: Other                     | 9%               | (15)  | 17%                  | (27)  | 22%                    | (34)  | 45%                | (71)   | 7%                      | (11)  | 157     |
| 2016 Vote: Didn't Vote               | 8%               | (57)  | 15%                  | (101) | 23%                    | (158) | 43%                | (299)  | 12%                     | (81)  | 696     |
| Voted in 2014: Yes                   | 9%               | (109) | 18%                  | (224) | 19%                    | (240) | 48%                | (599)  | 7%                      | (83)  | 1255    |
| Voted in 2014: No                    | 7%               | (69)  | 15%                  | (145) | 24%                    | (225) | 43%                | (405)  | 11%                     | (102) | 945     |
| 2012 Vote: Barack Obama              | 5%               | (36)  | 14%                  | (113) | 19%                    | (148) | 56%                | (441)  | 6%                      | (48)  | 785     |
| 2012 Vote: Mitt Romney               | 12%              | (60)  | 23%                  | (115) | 20%                    | (102) | 37%                | (185)  | 7%                      | (35)  | 496     |
| 2012 Vote: Other                     | 19%              | (16)  | 9%                   | (8)   | 17%                    | (14)  | 51%                | (43)   | 4%                      | (4)   | 83      |
| 2012 Vote: Didn't Vote               | 8%               | (66)  | 16%                  | (133) | 24%                    | (202) | 40%                | (332)  | 12%                     | (98)  | 831     |

Continued on next page



**Table CMS1\_10:** How comfortable would you be doing the following activities right now?*Going to a museum*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 8%               | (178) | 17%                  | (369) | 21%                    | (465) | 46%                | (1003) | 8%                      | (185) | 2200    |
| 4-Region: Northeast                   | 7%               | (28)  | 18%                  | (70)  | 21%                    | (84)  | 49%                | (191)  | 5%                      | (20)  | 394     |
| 4-Region: Midwest                     | 9%               | (40)  | 16%                  | (76)  | 21%                    | (99)  | 43%                | (197)  | 11%                     | (51)  | 462     |
| 4-Region: South                       | 10%              | (79)  | 16%                  | (131) | 21%                    | (172) | 45%                | (369)  | 9%                      | (74)  | 824     |
| 4-Region: West                        | 6%               | (31)  | 18%                  | (92)  | 21%                    | (111) | 47%                | (246)  | 8%                      | (40)  | 520     |
| Frequent Flyer                        | 10%              | (28)  | 19%                  | (51)  | 28%                    | (76)  | 35%                | (97)   | 8%                      | (22)  | 273     |
| International Travel                  | 8%               | (34)  | 21%                  | (90)  | 22%                    | (93)  | 41%                | (173)  | 7%                      | (30)  | 420     |
| Sports fans                           | 8%               | (112) | 19%                  | (271) | 23%                    | (341) | 43%                | (630)  | 7%                      | (104) | 1457    |
| Heard a lot/some about new H1N1       | 8%               | (78)  | 16%                  | (164) | 20%                    | (203) | 51%                | (505)  | 5%                      | (46)  | 997     |
| Heard not much/nothing about new H1N1 | 8%               | (100) | 17%                  | (205) | 22%                    | (262) | 41%                | (498)  | 12%                     | (138) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_11: How comfortable would you be doing the following activities right now?**  
*Going to a political rally*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 5%               | (116) | 6%                   | (140) | 12%                    | (256) | 65%                | (1440) | 11%                     | (248) | 2200    |
| Gender: Male             | 7%               | (73)  | 8%                   | (83)  | 13%                    | (138) | 61%                | (647)  | 11%                     | (121) | 1062    |
| Gender: Female           | 4%               | (44)  | 5%                   | (57)  | 10%                    | (117) | 70%                | (794)  | 11%                     | (127) | 1138    |
| Age: 18-34               | 5%               | (30)  | 8%                   | (49)  | 13%                    | (84)  | 62%                | (404)  | 13%                     | (88)  | 655     |
| Age: 35-44               | 9%               | (33)  | 7%                   | (25)  | 16%                    | (56)  | 56%                | (200)  | 12%                     | (43)  | 358     |
| Age: 45-64               | 5%               | (40)  | 7%                   | (50)  | 10%                    | (76)  | 66%                | (494)  | 12%                     | (91)  | 751     |
| Age: 65+                 | 3%               | (13)  | 4%                   | (16)  | 9%                     | (39)  | 78%                | (342)  | 6%                      | (26)  | 436     |
| GenZers: 1997-2012       | 5%               | (16)  | 8%                   | (26)  | 13%                    | (43)  | 59%                | (202)  | 16%                     | (53)  | 340     |
| Millennials: 1981-1996   | 7%               | (33)  | 7%                   | (37)  | 14%                    | (66)  | 60%                | (294)  | 13%                     | (61)  | 492     |
| GenXers: 1965-1980       | 6%               | (33)  | 6%                   | (35)  | 12%                    | (66)  | 63%                | (342)  | 12%                     | (64)  | 539     |
| Baby Boomers: 1946-1964  | 4%               | (32)  | 5%                   | (40)  | 10%                    | (75)  | 72%                | (539)  | 9%                      | (65)  | 752     |
| PID: Dem (no lean)       | 2%               | (14)  | 4%                   | (31)  | 11%                    | (92)  | 76%                | (625)  | 7%                      | (62)  | 823     |
| PID: Ind (no lean)       | 5%               | (33)  | 6%                   | (41)  | 10%                    | (72)  | 65%                | (469)  | 15%                     | (105) | 720     |
| PID: Rep (no lean)       | 11%              | (70)  | 10%                  | (68)  | 14%                    | (92)  | 53%                | (347)  | 12%                     | (81)  | 657     |
| PID/Gender: Dem Men      | 2%               | (8)   | 4%                   | (14)  | 13%                    | (46)  | 72%                | (261)  | 9%                      | (31)  | 360     |
| PID/Gender: Dem Women    | 1%               | (6)   | 4%                   | (17)  | 10%                    | (46)  | 79%                | (364)  | 7%                      | (30)  | 462     |
| PID/Gender: Ind Men      | 6%               | (22)  | 5%                   | (18)  | 11%                    | (41)  | 63%                | (229)  | 15%                     | (53)  | 362     |
| PID/Gender: Ind Women    | 3%               | (11)  | 7%                   | (23)  | 9%                     | (31)  | 67%                | (240)  | 15%                     | (53)  | 358     |
| PID/Gender: Rep Men      | 13%              | (43)  | 15%                  | (51)  | 15%                    | (52)  | 46%                | (157)  | 11%                     | (37)  | 339     |
| PID/Gender: Rep Women    | 9%               | (27)  | 5%                   | (17)  | 13%                    | (40)  | 60%                | (189)  | 14%                     | (44)  | 318     |
| Ideo: Liberal (1-3)      | 2%               | (14)  | 6%                   | (41)  | 9%                     | (60)  | 77%                | (496)  | 5%                      | (33)  | 644     |
| Ideo: Moderate (4)       | 5%               | (30)  | 3%                   | (19)  | 12%                    | (71)  | 69%                | (396)  | 10%                     | (55)  | 572     |
| Ideo: Conservative (5-7) | 9%               | (64)  | 10%                  | (74)  | 15%                    | (106) | 55%                | (399)  | 11%                     | (82)  | 724     |
| Educ: < College          | 5%               | (81)  | 6%                   | (95)  | 11%                    | (171) | 63%                | (960)  | 14%                     | (205) | 1512    |
| Educ: Bachelors degree   | 5%               | (23)  | 5%                   | (23)  | 13%                    | (58)  | 70%                | (309)  | 7%                      | (31)  | 444     |
| Educ: Post-grad          | 5%               | (13)  | 9%                   | (21)  | 11%                    | (27)  | 70%                | (171)  | 5%                      | (12)  | 244     |
| Income: Under 50k        | 5%               | (62)  | 6%                   | (70)  | 12%                    | (140) | 62%                | (738)  | 15%                     | (179) | 1189    |
| Income: 50k-100k         | 6%               | (39)  | 6%                   | (42)  | 11%                    | (73)  | 69%                | (460)  | 7%                      | (48)  | 662     |
| Income: 100k+            | 5%               | (16)  | 8%                   | (28)  | 12%                    | (43)  | 69%                | (242)  | 6%                      | (21)  | 349     |
| Ethnicity: White         | 6%               | (100) | 7%                   | (114) | 12%                    | (203) | 65%                | (1112) | 11%                     | (193) | 1722    |
| Ethnicity: Hispanic      | 6%               | (19)  | 8%                   | (27)  | 13%                    | (46)  | 57%                | (199)  | 17%                     | (59)  | 349     |

Continued on next page

**Table CMS1\_11: How comfortable would you be doing the following activities right now?***Going to a political rally*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 5%               | (116) | 6%                   | (140) | 12%                    | (256) | 65%                | (1440) | 11%                     | (248) | 2200    |
| Ethnicity: Afr. Am.               | 2%               | (5)   | 5%                   | (13)  | 12%                    | (33)  | 70%                | (191)  | 11%                     | (31)  | 274     |
| Ethnicity: Other                  | 6%               | (11)  | 6%                   | (13)  | 9%                     | (19)  | 67%                | (137)  | 11%                     | (23)  | 204     |
| All Christian                     | 6%               | (57)  | 6%                   | (66)  | 13%                    | (137) | 66%                | (680)  | 9%                      | (90)  | 1029    |
| All Non-Christian                 | 3%               | (4)   | 6%                   | (7)   | 8%                     | (9)   | 72%                | (88)   | 11%                     | (14)  | 122     |
| Atheist                           | 2%               | (3)   | 7%                   | (10)  | 12%                    | (17)  | 69%                | (92)   | 9%                      | (12)  | 133     |
| Agnostic/Nothing in particular    | 3%               | (16)  | 5%                   | (28)  | 10%                    | (51)  | 67%                | (352)  | 15%                     | (78)  | 526     |
| Something Else                    | 9%               | (37)  | 8%                   | (29)  | 11%                    | (42)  | 59%                | (229)  | 14%                     | (54)  | 391     |
| Religious Non-Protestant/Catholic | 3%               | (4)   | 7%                   | (12)  | 9%                     | (14)  | 69%                | (108)  | 12%                     | (19)  | 156     |
| Evangelical                       | 9%               | (48)  | 9%                   | (48)  | 13%                    | (73)  | 59%                | (329)  | 11%                     | (62)  | 560     |
| Non-Evangelical                   | 5%               | (44)  | 5%                   | (42)  | 12%                    | (100) | 68%                | (553)  | 9%                      | (71)  | 809     |
| Community: Urban                  | 6%               | (36)  | 6%                   | (35)  | 14%                    | (83)  | 64%                | (383)  | 10%                     | (58)  | 594     |
| Community: Suburban               | 5%               | (48)  | 6%                   | (66)  | 12%                    | (130) | 68%                | (707)  | 9%                      | (95)  | 1045    |
| Community: Rural                  | 6%               | (33)  | 7%                   | (39)  | 8%                     | (43)  | 63%                | (351)  | 17%                     | (95)  | 560     |
| Employ: Private Sector            | 7%               | (40)  | 9%                   | (55)  | 13%                    | (82)  | 63%                | (386)  | 8%                      | (49)  | 613     |
| Employ: Government                | 3%               | (5)   | 7%                   | (10)  | 13%                    | (20)  | 65%                | (100)  | 12%                     | (19)  | 154     |
| Employ: Self-Employed             | 9%               | (16)  | 5%                   | (9)   | 12%                    | (21)  | 63%                | (111)  | 12%                     | (21)  | 177     |
| Employ: Homemaker                 | 7%               | (10)  | 5%                   | (6)   | 8%                     | (10)  | 63%                | (85)   | 17%                     | (23)  | 135     |
| Employ: Retired                   | 4%               | (18)  | 4%                   | (19)  | 11%                    | (56)  | 74%                | (362)  | 7%                      | (36)  | 492     |
| Employ: Unemployed                | 4%               | (12)  | 5%                   | (16)  | 10%                    | (34)  | 64%                | (208)  | 17%                     | (54)  | 323     |
| Employ: Other                     | 8%               | (11)  | 8%                   | (10)  | 10%                    | (13)  | 58%                | (81)   | 17%                     | (24)  | 140     |
| Military HH: Yes                  | 5%               | (19)  | 8%                   | (28)  | 12%                    | (40)  | 63%                | (217)  | 11%                     | (39)  | 343     |
| Military HH: No                   | 5%               | (98)  | 6%                   | (112) | 12%                    | (216) | 66%                | (1223) | 11%                     | (209) | 1857    |
| RD/WT: Right Direction            | 12%              | (67)  | 12%                  | (67)  | 14%                    | (82)  | 49%                | (285)  | 14%                     | (81)  | 583     |
| RD/WT: Wrong Track                | 3%               | (49)  | 5%                   | (73)  | 11%                    | (173) | 71%                | (1155) | 10%                     | (167) | 1617    |
| Trump Job Approve                 | 10%              | (85)  | 11%                  | (89)  | 15%                    | (130) | 51%                | (430)  | 13%                     | (110) | 845     |
| Trump Job Disapprove              | 2%               | (29)  | 4%                   | (48)  | 9%                     | (119) | 77%                | (977)  | 7%                      | (95)  | 1268    |
| Trump Job Strongly Approve        | 17%              | (77)  | 13%                  | (61)  | 14%                    | (64)  | 46%                | (212)  | 11%                     | (50)  | 464     |
| Trump Job Somewhat Approve        | 2%               | (9)   | 7%                   | (28)  | 17%                    | (66)  | 57%                | (218)  | 16%                     | (60)  | 381     |
| Trump Job Somewhat Disapprove     | 2%               | (6)   | 4%                   | (10)  | 13%                    | (30)  | 72%                | (165)  | 8%                      | (19)  | 230     |
| Trump Job Strongly Disapprove     | 2%               | (23)  | 4%                   | (38)  | 9%                     | (88)  | 78%                | (812)  | 7%                      | (75)  | 1037    |

Continued on next page

**Table CMS1\_11: How comfortable would you be doing the following activities right now?**  
*Going to a political rally*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 5%               | (116) | 6%                   | (140) | 12%                    | (256) | 65%                | (1440) | 11%                     | (248) | 2200    |
| Favorable of Trump                   | 11%              | (92)  | 11%                  | (87)  | 16%                    | (128) | 51%                | (415)  | 11%                     | (93)  | 814     |
| Unfavorable of Trump                 | 2%               | (25)  | 4%                   | (46)  | 9%                     | (119) | 78%                | (997)  | 7%                      | (91)  | 1278    |
| Very Favorable of Trump              | 16%              | (76)  | 13%                  | (62)  | 15%                    | (70)  | 46%                | (213)  | 10%                     | (45)  | 465     |
| Somewhat Favorable of Trump          | 5%               | (16)  | 7%                   | (25)  | 17%                    | (58)  | 58%                | (202)  | 14%                     | (48)  | 349     |
| Somewhat Unfavorable of Trump        | 3%               | (7)   | 6%                   | (13)  | 14%                    | (29)  | 68%                | (140)  | 8%                      | (16)  | 205     |
| Very Unfavorable of Trump            | 2%               | (18)  | 3%                   | (32)  | 8%                     | (90)  | 80%                | (857)  | 7%                      | (75)  | 1072    |
| #1 Issue: Economy                    | 6%               | (45)  | 7%                   | (52)  | 12%                    | (86)  | 63%                | (456)  | 11%                     | (82)  | 722     |
| #1 Issue: Security                   | 11%              | (29)  | 11%                  | (29)  | 12%                    | (32)  | 50%                | (133)  | 15%                     | (40)  | 263     |
| #1 Issue: Health Care                | 3%               | (11)  | 4%                   | (18)  | 12%                    | (52)  | 75%                | (318)  | 6%                      | (28)  | 427     |
| #1 Issue: Medicare / Social Security | 3%               | (8)   | 4%                   | (11)  | 9%                     | (26)  | 74%                | (209)  | 10%                     | (28)  | 282     |
| #1 Issue: Women's Issues             | 1%               | (2)   | 9%                   | (10)  | 15%                    | (16)  | 63%                | (70)   | 12%                     | (13)  | 111     |
| #1 Issue: Education                  | 3%               | (4)   | 6%                   | (8)   | 10%                    | (13)  | 57%                | (76)   | 24%                     | (31)  | 132     |
| #1 Issue: Energy                     | 8%               | (7)   | 7%                   | (6)   | 21%                    | (18)  | 54%                | (48)   | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 6%               | (11)  | 3%                   | (6)   | 7%                     | (12)  | 74%                | (130)  | 9%                      | (16)  | 175     |
| 2018 House Vote: Democrat            | 1%               | (9)   | 5%                   | (34)  | 8%                     | (62)  | 79%                | (599)  | 7%                      | (55)  | 760     |
| 2018 House Vote: Republican          | 11%              | (71)  | 11%                  | (68)  | 14%                    | (87)  | 53%                | (325)  | 11%                     | (65)  | 616     |
| 2018 House Vote: Someone else        | 7%               | (5)   | 3%                   | (2)   | 10%                    | (7)   | 64%                | (45)   | 16%                     | (11)  | 70      |
| 2016 Vote: Hillary Clinton           | 1%               | (4)   | 4%                   | (26)  | 8%                     | (55)  | 79%                | (545)  | 8%                      | (57)  | 689     |
| 2016 Vote: Donald Trump              | 11%              | (70)  | 10%                  | (66)  | 15%                    | (100) | 54%                | (353)  | 10%                     | (68)  | 658     |
| 2016 Vote: Other                     | 4%               | (7)   | 3%                   | (4)   | 11%                    | (17)  | 73%                | (114)  | 9%                      | (15)  | 157     |
| 2016 Vote: Didn't Vote               | 5%               | (35)  | 6%                   | (42)  | 12%                    | (83)  | 61%                | (428)  | 16%                     | (108) | 696     |
| Voted in 2014: Yes                   | 6%               | (74)  | 6%                   | (77)  | 12%                    | (147) | 68%                | (853)  | 8%                      | (105) | 1255    |
| Voted in 2014: No                    | 5%               | (43)  | 7%                   | (63)  | 11%                    | (109) | 62%                | (588)  | 15%                     | (143) | 945     |
| 2012 Vote: Barack Obama              | 2%               | (15)  | 5%                   | (37)  | 10%                    | (77)  | 77%                | (605)  | 7%                      | (52)  | 785     |
| 2012 Vote: Mitt Romney               | 10%              | (50)  | 9%                   | (43)  | 13%                    | (65)  | 59%                | (292)  | 9%                      | (47)  | 496     |
| 2012 Vote: Other                     | 12%              | (10)  | 6%                   | (5)   | 13%                    | (10)  | 58%                | (48)   | 12%                     | (10)  | 83      |
| 2012 Vote: Didn't Vote               | 5%               | (42)  | 7%                   | (55)  | 13%                    | (104) | 59%                | (491)  | 17%                     | (139) | 831     |

Continued on next page

**Table CMS1\_11: How comfortable would you be doing the following activities right now?***Going to a political rally*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 5%               | (116) | 6%                   | (140) | 12%                    | (256) | 65%                | (1440) | 11%                     | (248) | 2200    |
| 4-Region: Northeast                   | 5%               | (21)  | 6%                   | (24)  | 12%                    | (49)  | 66%                | (262)  | 10%                     | (39)  | 394     |
| 4-Region: Midwest                     | 6%               | (26)  | 7%                   | (32)  | 10%                    | (48)  | 65%                | (302)  | 12%                     | (54)  | 462     |
| 4-Region: South                       | 6%               | (51)  | 6%                   | (50)  | 11%                    | (93)  | 64%                | (524)  | 13%                     | (107) | 824     |
| 4-Region: West                        | 4%               | (19)  | 7%                   | (34)  | 13%                    | (66)  | 68%                | (353)  | 9%                      | (48)  | 520     |
| Frequent Flyer                        | 8%               | (22)  | 9%                   | (25)  | 13%                    | (36)  | 60%                | (165)  | 10%                     | (26)  | 273     |
| International Travel                  | 6%               | (26)  | 10%                  | (42)  | 13%                    | (54)  | 62%                | (262)  | 9%                      | (38)  | 420     |
| Sports fans                           | 5%               | (76)  | 7%                   | (108) | 13%                    | (195) | 64%                | (938)  | 10%                     | (140) | 1457    |
| Heard a lot/some about new H1N1       | 6%               | (59)  | 6%                   | (64)  | 13%                    | (130) | 67%                | (664)  | 8%                      | (79)  | 997     |
| Heard not much/nothing about new H1N1 | 5%               | (57)  | 6%                   | (76)  | 10%                    | (125) | 65%                | (776)  | 14%                     | (168) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_12: How comfortable would you be doing the following activities right now?**  
Going to the gym or an exercise class

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 7%               | (162) | 11%                  | (234) | 16%                    | (355) | 54%                | (1195) | 12%                     | (254) | 2200    |
| Gender: Male             | 10%              | (102) | 11%                  | (121) | 18%                    | (187) | 49%                | (519)  | 12%                     | (133) | 1062    |
| Gender: Female           | 5%               | (60)  | 10%                  | (113) | 15%                    | (168) | 59%                | (676)  | 11%                     | (122) | 1138    |
| Age: 18-34               | 9%               | (60)  | 15%                  | (95)  | 20%                    | (130) | 45%                | (292)  | 12%                     | (78)  | 655     |
| Age: 35-44               | 12%              | (44)  | 13%                  | (46)  | 16%                    | (56)  | 48%                | (171)  | 11%                     | (41)  | 358     |
| Age: 45-64               | 6%               | (44)  | 9%                   | (70)  | 15%                    | (110) | 58%                | (434)  | 12%                     | (93)  | 751     |
| Age: 65+                 | 3%               | (14)  | 5%                   | (24)  | 13%                    | (58)  | 68%                | (298)  | 10%                     | (42)  | 436     |
| GenZers: 1997-2012       | 11%              | (37)  | 14%                  | (47)  | 19%                    | (65)  | 42%                | (143)  | 14%                     | (47)  | 340     |
| Millennials: 1981-1996   | 10%              | (48)  | 14%                  | (67)  | 20%                    | (97)  | 46%                | (226)  | 11%                     | (54)  | 492     |
| GenXers: 1965-1980       | 8%               | (45)  | 12%                  | (64)  | 14%                    | (74)  | 55%                | (295)  | 11%                     | (61)  | 539     |
| Baby Boomers: 1946-1964  | 4%               | (27)  | 7%                   | (55)  | 15%                    | (112) | 63%                | (474)  | 11%                     | (84)  | 752     |
| PID: Dem (no lean)       | 4%               | (35)  | 7%                   | (60)  | 17%                    | (137) | 63%                | (516)  | 9%                      | (75)  | 823     |
| PID: Ind (no lean)       | 7%               | (49)  | 12%                  | (86)  | 17%                    | (124) | 52%                | (372)  | 12%                     | (89)  | 720     |
| PID: Rep (no lean)       | 12%              | (78)  | 13%                  | (88)  | 14%                    | (94)  | 47%                | (306)  | 14%                     | (91)  | 657     |
| PID/Gender: Dem Men      | 7%               | (24)  | 7%                   | (25)  | 18%                    | (63)  | 58%                | (211)  | 10%                     | (37)  | 360     |
| PID/Gender: Dem Women    | 2%               | (10)  | 8%                   | (35)  | 16%                    | (74)  | 66%                | (306)  | 8%                      | (37)  | 462     |
| PID/Gender: Ind Men      | 8%               | (27)  | 12%                  | (42)  | 19%                    | (67)  | 48%                | (174)  | 14%                     | (51)  | 362     |
| PID/Gender: Ind Women    | 6%               | (21)  | 12%                  | (44)  | 16%                    | (57)  | 55%                | (198)  | 11%                     | (38)  | 358     |
| PID/Gender: Rep Men      | 15%              | (50)  | 16%                  | (54)  | 17%                    | (57)  | 40%                | (134)  | 13%                     | (44)  | 339     |
| PID/Gender: Rep Women    | 9%               | (28)  | 11%                  | (34)  | 12%                    | (37)  | 54%                | (172)  | 15%                     | (46)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (23)  | 10%                  | (62)  | 15%                    | (95)  | 67%                | (429)  | 5%                      | (35)  | 644     |
| Ideo: Moderate (4)       | 8%               | (43)  | 9%                   | (49)  | 17%                    | (97)  | 56%                | (321)  | 11%                     | (61)  | 572     |
| Ideo: Conservative (5-7) | 11%              | (80)  | 14%                  | (99)  | 18%                    | (129) | 46%                | (336)  | 11%                     | (80)  | 724     |
| Educ: < College          | 7%               | (108) | 10%                  | (155) | 16%                    | (235) | 53%                | (802)  | 14%                     | (213) | 1512    |
| Educ: Bachelors degree   | 7%               | (33)  | 10%                  | (43)  | 17%                    | (77)  | 59%                | (261)  | 7%                      | (29)  | 444     |
| Educ: Post-grad          | 9%               | (21)  | 15%                  | (37)  | 18%                    | (43)  | 54%                | (132)  | 5%                      | (12)  | 244     |
| Income: Under 50k        | 7%               | (84)  | 10%                  | (114) | 16%                    | (187) | 52%                | (618)  | 16%                     | (187) | 1189    |
| Income: 50k-100k         | 7%               | (49)  | 11%                  | (70)  | 17%                    | (112) | 58%                | (381)  | 8%                      | (50)  | 662     |
| Income: 100k+            | 8%               | (29)  | 14%                  | (50)  | 16%                    | (56)  | 56%                | (196)  | 5%                      | (18)  | 349     |
| Ethnicity: White         | 8%               | (145) | 10%                  | (177) | 16%                    | (283) | 54%                | (923)  | 11%                     | (194) | 1722    |
| Ethnicity: Hispanic      | 9%               | (33)  | 13%                  | (45)  | 15%                    | (54)  | 47%                | (166)  | 15%                     | (52)  | 349     |

Continued on next page

**Table CMS1\_12: How comfortable would you be doing the following activities right now?***Going to the gym or an exercise class*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 7%               | (162) | 11%                  | (234) | 16%                    | (355) | 54%                | (1195) | 12%                     | (254) | 2200    |
| Ethnicity: Afr. Am.               | 3%               | (9)   | 11%                  | (29)  | 15%                    | (42)  | 57%                | (156)  | 14%                     | (38)  | 274     |
| Ethnicity: Other                  | 4%               | (8)   | 14%                  | (29)  | 15%                    | (30)  | 56%                | (115)  | 11%                     | (22)  | 204     |
| All Christian                     | 8%               | (80)  | 10%                  | (102) | 17%                    | (173) | 55%                | (571)  | 10%                     | (102) | 1029    |
| All Non-Christian                 | 4%               | (5)   | 7%                   | (8)   | 18%                    | (22)  | 63%                | (77)   | 8%                      | (10)  | 122     |
| Atheist                           | 2%               | (2)   | 14%                  | (18)  | 16%                    | (21)  | 59%                | (79)   | 9%                      | (12)  | 133     |
| Agnostic/Nothing in particular    | 6%               | (29)  | 10%                  | (54)  | 14%                    | (75)  | 55%                | (289)  | 15%                     | (78)  | 526     |
| Something Else                    | 11%              | (45)  | 13%                  | (52)  | 16%                    | (63)  | 46%                | (179)  | 13%                     | (52)  | 391     |
| Religious Non-Protestant/Catholic | 5%               | (7)   | 7%                   | (11)  | 19%                    | (29)  | 60%                | (94)   | 9%                      | (15)  | 156     |
| Evangelical                       | 10%              | (58)  | 15%                  | (85)  | 16%                    | (89)  | 46%                | (259)  | 12%                     | (70)  | 560     |
| Non-Evangelical                   | 8%               | (64)  | 8%                   | (66)  | 17%                    | (138) | 58%                | (468)  | 9%                      | (73)  | 809     |
| Community: Urban                  | 9%               | (51)  | 10%                  | (61)  | 16%                    | (95)  | 54%                | (321)  | 11%                     | (67)  | 594     |
| Community: Suburban               | 6%               | (58)  | 12%                  | (122) | 17%                    | (176) | 56%                | (589)  | 10%                     | (100) | 1045    |
| Community: Rural                  | 9%               | (52)  | 9%                   | (51)  | 15%                    | (84)  | 51%                | (285)  | 16%                     | (87)  | 560     |
| Employ: Private Sector            | 10%              | (61)  | 12%                  | (73)  | 21%                    | (131) | 49%                | (302)  | 8%                      | (46)  | 613     |
| Employ: Government                | 9%               | (14)  | 12%                  | (19)  | 12%                    | (19)  | 56%                | (86)   | 11%                     | (17)  | 154     |
| Employ: Self-Employed             | 9%               | (16)  | 11%                  | (20)  | 17%                    | (30)  | 49%                | (86)   | 14%                     | (25)  | 177     |
| Employ: Homemaker                 | 10%              | (13)  | 7%                   | (10)  | 14%                    | (18)  | 54%                | (73)   | 15%                     | (20)  | 135     |
| Employ: Retired                   | 4%               | (19)  | 6%                   | (31)  | 12%                    | (57)  | 67%                | (331)  | 11%                     | (53)  | 492     |
| Employ: Unemployed                | 4%               | (12)  | 10%                  | (33)  | 17%                    | (56)  | 53%                | (171)  | 16%                     | (51)  | 323     |
| Employ: Other                     | 9%               | (13)  | 14%                  | (19)  | 14%                    | (20)  | 46%                | (65)   | 17%                     | (23)  | 140     |
| Military HH: Yes                  | 8%               | (26)  | 11%                  | (37)  | 19%                    | (66)  | 51%                | (175)  | 11%                     | (39)  | 343     |
| Military HH: No                   | 7%               | (136) | 11%                  | (198) | 16%                    | (289) | 55%                | (1020) | 12%                     | (216) | 1857    |
| RD/WT: Right Direction            | 14%              | (81)  | 15%                  | (86)  | 16%                    | (90)  | 40%                | (232)  | 16%                     | (93)  | 583     |
| RD/WT: Wrong Track                | 5%               | (81)  | 9%                   | (148) | 16%                    | (264) | 60%                | (962)  | 10%                     | (161) | 1617    |
| Trump Job Approve                 | 13%              | (110) | 15%                  | (126) | 15%                    | (130) | 44%                | (371)  | 13%                     | (109) | 845     |
| Trump Job Disapprove              | 4%               | (50)  | 8%                   | (102) | 17%                    | (213) | 63%                | (802)  | 8%                      | (101) | 1268    |
| Trump Job Strongly Approve        | 17%              | (79)  | 15%                  | (71)  | 12%                    | (56)  | 42%                | (196)  | 14%                     | (63)  | 464     |
| Trump Job Somewhat Approve        | 8%               | (31)  | 14%                  | (55)  | 20%                    | (75)  | 46%                | (174)  | 12%                     | (46)  | 381     |
| Trump Job Somewhat Disapprove     | 4%               | (8)   | 12%                  | (29)  | 21%                    | (47)  | 52%                | (121)  | 11%                     | (25)  | 230     |
| Trump Job Strongly Disapprove     | 4%               | (42)  | 7%                   | (73)  | 16%                    | (165) | 66%                | (681)  | 7%                      | (76)  | 1037    |

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**Table CMS1\_12: How comfortable would you be doing the following activities right now?**  
Going to the gym or an exercise class

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 7%               | (162) | 11%                  | (234) | 16%                    | (355) | 54%                | (1195) | 12%                     | (254) | 2200    |
| Favorable of Trump                   | 14%              | (112) | 16%                  | (134) | 15%                    | (124) | 43%                | (348)  | 12%                     | (96)  | 814     |
| Unfavorable of Trump                 | 4%               | (46)  | 8%                   | (96)  | 17%                    | (216) | 64%                | (819)  | 8%                      | (101) | 1278    |
| Very Favorable of Trump              | 16%              | (76)  | 17%                  | (79)  | 12%                    | (57)  | 41%                | (191)  | 13%                     | (62)  | 465     |
| Somewhat Favorable of Trump          | 10%              | (36)  | 16%                  | (56)  | 19%                    | (67)  | 45%                | (157)  | 10%                     | (34)  | 349     |
| Somewhat Unfavorable of Trump        | 4%               | (9)   | 11%                  | (22)  | 27%                    | (56)  | 50%                | (103)  | 7%                      | (14)  | 205     |
| Very Unfavorable of Trump            | 3%               | (37)  | 7%                   | (74)  | 15%                    | (159) | 67%                | (716)  | 8%                      | (86)  | 1072    |
| #1 Issue: Economy                    | 9%               | (63)  | 12%                  | (90)  | 17%                    | (123) | 53%                | (382)  | 9%                      | (63)  | 722     |
| #1 Issue: Security                   | 11%              | (28)  | 13%                  | (34)  | 15%                    | (39)  | 46%                | (121)  | 16%                     | (41)  | 263     |
| #1 Issue: Health Care                | 4%               | (17)  | 8%                   | (33)  | 18%                    | (75)  | 61%                | (259)  | 10%                     | (42)  | 427     |
| #1 Issue: Medicare / Social Security | 4%               | (12)  | 8%                   | (23)  | 16%                    | (45)  | 60%                | (169)  | 11%                     | (32)  | 282     |
| #1 Issue: Women's Issues             | 3%               | (3)   | 13%                  | (15)  | 15%                    | (17)  | 55%                | (62)   | 14%                     | (15)  | 111     |
| #1 Issue: Education                  | 7%               | (9)   | 14%                  | (18)  | 14%                    | (19)  | 39%                | (51)   | 26%                     | (34)  | 132     |
| #1 Issue: Energy                     | 17%              | (15)  | 9%                   | (8)   | 20%                    | (18)  | 43%                | (38)   | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 8%               | (13)  | 8%                   | (13)  | 11%                    | (20)  | 64%                | (111)  | 10%                     | (18)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (21)  | 7%                   | (55)  | 16%                    | (125) | 66%                | (502)  | 8%                      | (57)  | 760     |
| 2018 House Vote: Republican          | 13%              | (77)  | 15%                  | (95)  | 15%                    | (90)  | 45%                | (277)  | 12%                     | (77)  | 616     |
| 2018 House Vote: Someone else        | 7%               | (5)   | 7%                   | (5)   | 19%                    | (13)  | 53%                | (37)   | 14%                     | (10)  | 70      |
| 2016 Vote: Hillary Clinton           | 3%               | (19)  | 6%                   | (40)  | 16%                    | (108) | 67%                | (462)  | 9%                      | (60)  | 689     |
| 2016 Vote: Donald Trump              | 11%              | (73)  | 16%                  | (102) | 14%                    | (95)  | 47%                | (311)  | 12%                     | (76)  | 658     |
| 2016 Vote: Other                     | 5%               | (8)   | 9%                   | (15)  | 18%                    | (29)  | 57%                | (89)   | 10%                     | (16)  | 157     |
| 2016 Vote: Didn't Vote               | 9%               | (62)  | 11%                  | (77)  | 18%                    | (123) | 48%                | (332)  | 15%                     | (102) | 696     |
| Voted in 2014: Yes                   | 7%               | (82)  | 11%                  | (143) | 15%                    | (185) | 58%                | (724)  | 10%                     | (120) | 1255    |
| Voted in 2014: No                    | 8%               | (80)  | 10%                  | (91)  | 18%                    | (170) | 50%                | (470)  | 14%                     | (134) | 945     |
| 2012 Vote: Barack Obama              | 3%               | (26)  | 8%                   | (63)  | 15%                    | (119) | 66%                | (518)  | 7%                      | (59)  | 785     |
| 2012 Vote: Mitt Romney               | 10%              | (50)  | 14%                  | (72)  | 15%                    | (76)  | 49%                | (243)  | 11%                     | (56)  | 496     |
| 2012 Vote: Other                     | 6%               | (5)   | 11%                  | (10)  | 10%                    | (9)   | 53%                | (44)   | 19%                     | (16)  | 83      |
| 2012 Vote: Didn't Vote               | 10%              | (80)  | 11%                  | (90)  | 18%                    | (152) | 47%                | (386)  | 15%                     | (123) | 831     |

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**Table CMS1\_12: How comfortable would you be doing the following activities right now?**  
 Going to the gym or an exercise class

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 7%               | (162) | 11%                  | (234) | 16%                    | (355) | 54%                | (1195) | 12%                     | (254) | 2200    |
| 4-Region: Northeast                   | 6%               | (24)  | 12%                  | (47)  | 16%                    | (62)  | 56%                | (220)  | 10%                     | (40)  | 394     |
| 4-Region: Midwest                     | 9%               | (41)  | 10%                  | (46)  | 15%                    | (68)  | 55%                | (254)  | 11%                     | (53)  | 462     |
| 4-Region: South                       | 8%               | (65)  | 10%                  | (85)  | 15%                    | (124) | 54%                | (446)  | 13%                     | (104) | 824     |
| 4-Region: West                        | 6%               | (31)  | 11%                  | (56)  | 19%                    | (101) | 53%                | (274)  | 11%                     | (57)  | 520     |
| Frequent Flyer                        | 14%              | (38)  | 11%                  | (31)  | 16%                    | (45)  | 47%                | (127)  | 11%                     | (31)  | 273     |
| International Travel                  | 10%              | (41)  | 14%                  | (57)  | 17%                    | (72)  | 51%                | (213)  | 9%                      | (37)  | 420     |
| Sports fans                           | 8%               | (115) | 12%                  | (180) | 18%                    | (268) | 51%                | (748)  | 10%                     | (146) | 1457    |
| Heard a lot/some about new H1N1       | 9%               | (87)  | 10%                  | (95)  | 15%                    | (151) | 60%                | (594)  | 7%                      | (70)  | 997     |
| Heard not much/nothing about new H1N1 | 6%               | (75)  | 12%                  | (139) | 17%                    | (204) | 50%                | (601)  | 15%                     | (185) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_13: How comfortable would you be doing the following activities right now?**  
*Going on vacation*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                   | 13%              | (280) | 20%                  | (440) | 21%                    | (466) | 39%                | (851) | 7%                      | (164) | 2200    |
| Gender: Male             | 16%              | (170) | 22%                  | (232) | 20%                    | (216) | 34%                | (362) | 8%                      | (83)  | 1062    |
| Gender: Female           | 10%              | (110) | 18%                  | (208) | 22%                    | (250) | 43%                | (489) | 7%                      | (81)  | 1138    |
| Age: 18-34               | 11%              | (73)  | 23%                  | (151) | 22%                    | (141) | 35%                | (230) | 9%                      | (60)  | 655     |
| Age: 35-44               | 16%              | (59)  | 19%                  | (70)  | 22%                    | (80)  | 33%                | (117) | 9%                      | (33)  | 358     |
| Age: 45-64               | 15%              | (116) | 18%                  | (132) | 20%                    | (152) | 40%                | (299) | 7%                      | (52)  | 751     |
| Age: 65+                 | 7%               | (33)  | 20%                  | (87)  | 21%                    | (93)  | 47%                | (205) | 4%                      | (19)  | 436     |
| GenZers: 1997-2012       | 11%              | (36)  | 20%                  | (67)  | 20%                    | (67)  | 39%                | (132) | 11%                     | (38)  | 340     |
| Millennials: 1981-1996   | 14%              | (68)  | 23%                  | (115) | 22%                    | (110) | 31%                | (152) | 9%                      | (46)  | 492     |
| GenXers: 1965-1980       | 15%              | (83)  | 19%                  | (105) | 21%                    | (112) | 38%                | (204) | 6%                      | (35)  | 539     |
| Baby Boomers: 1946-1964  | 11%              | (85)  | 18%                  | (134) | 22%                    | (165) | 43%                | (323) | 6%                      | (45)  | 752     |
| PID: Dem (no lean)       | 7%               | (56)  | 17%                  | (142) | 23%                    | (192) | 47%                | (384) | 6%                      | (49)  | 823     |
| PID: Ind (no lean)       | 11%              | (82)  | 19%                  | (140) | 23%                    | (165) | 37%                | (266) | 9%                      | (68)  | 720     |
| PID: Rep (no lean)       | 22%              | (142) | 24%                  | (158) | 17%                    | (109) | 31%                | (201) | 7%                      | (47)  | 657     |
| PID/Gender: Dem Men      | 11%              | (38)  | 18%                  | (65)  | 24%                    | (88)  | 42%                | (150) | 5%                      | (20)  | 360     |
| PID/Gender: Dem Women    | 4%               | (17)  | 17%                  | (78)  | 23%                    | (104) | 51%                | (234) | 6%                      | (29)  | 462     |
| PID/Gender: Ind Men      | 13%              | (49)  | 20%                  | (73)  | 21%                    | (78)  | 34%                | (121) | 11%                     | (41)  | 362     |
| PID/Gender: Ind Women    | 9%               | (33)  | 19%                  | (67)  | 24%                    | (87)  | 40%                | (145) | 7%                      | (27)  | 358     |
| PID/Gender: Rep Men      | 24%              | (83)  | 28%                  | (94)  | 15%                    | (51)  | 27%                | (90)  | 6%                      | (22)  | 339     |
| PID/Gender: Rep Women    | 19%              | (60)  | 20%                  | (64)  | 18%                    | (58)  | 35%                | (110) | 8%                      | (26)  | 318     |
| Ideo: Liberal (1-3)      | 6%               | (36)  | 17%                  | (111) | 23%                    | (149) | 50%                | (319) | 4%                      | (29)  | 644     |
| Ideo: Moderate (4)       | 10%              | (57)  | 19%                  | (109) | 26%                    | (146) | 39%                | (224) | 6%                      | (37)  | 572     |
| Ideo: Conservative (5-7) | 21%              | (155) | 25%                  | (180) | 18%                    | (132) | 30%                | (220) | 5%                      | (38)  | 724     |
| Educ: < College          | 13%              | (195) | 19%                  | (290) | 20%                    | (300) | 39%                | (588) | 9%                      | (140) | 1512    |
| Educ: Bachelors degree   | 12%              | (51)  | 22%                  | (98)  | 24%                    | (106) | 39%                | (173) | 4%                      | (16)  | 444     |
| Educ: Post-grad          | 14%              | (34)  | 22%                  | (53)  | 25%                    | (60)  | 37%                | (89)  | 3%                      | (8)   | 244     |
| Income: Under 50k        | 13%              | (155) | 18%                  | (214) | 19%                    | (223) | 38%                | (456) | 12%                     | (141) | 1189    |
| Income: 50k-100k         | 12%              | (77)  | 21%                  | (140) | 24%                    | (160) | 41%                | (272) | 2%                      | (13)  | 662     |
| Income: 100k+            | 14%              | (48)  | 25%                  | (86)  | 24%                    | (83)  | 35%                | (122) | 3%                      | (9)   | 349     |
| Ethnicity: White         | 14%              | (248) | 21%                  | (364) | 20%                    | (352) | 37%                | (641) | 7%                      | (117) | 1722    |
| Ethnicity: Hispanic      | 14%              | (49)  | 20%                  | (69)  | 24%                    | (82)  | 32%                | (112) | 10%                     | (36)  | 349     |

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**Table CMS1\_13: How comfortable would you be doing the following activities right now?***Going on vacation*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                            | 13%              | (280) | 20%                  | (440) | 21%                    | (466) | 39%                | (851) | 7%                      | (164) | 2200    |
| Ethnicity: Afr. Am.               | 5%               | (15)  | 15%                  | (40)  | 24%                    | (66)  | 45%                | (123) | 11%                     | (31)  | 274     |
| Ethnicity: Other                  | 8%               | (17)  | 17%                  | (36)  | 23%                    | (48)  | 43%                | (87)  | 8%                      | (17)  | 204     |
| All Christian                     | 12%              | (127) | 21%                  | (217) | 22%                    | (223) | 39%                | (400) | 6%                      | (62)  | 1029    |
| All Non-Christian                 | 13%              | (16)  | 14%                  | (17)  | 20%                    | (25)  | 47%                | (58)  | 5%                      | (7)   | 122     |
| Atheist                           | 8%               | (11)  | 23%                  | (31)  | 13%                    | (18)  | 51%                | (68)  | 5%                      | (6)   | 133     |
| Agnostic/Nothing in particular    | 10%              | (54)  | 18%                  | (96)  | 24%                    | (125) | 38%                | (199) | 10%                     | (52)  | 526     |
| Something Else                    | 18%              | (72)  | 20%                  | (80)  | 19%                    | (76)  | 33%                | (127) | 9%                      | (37)  | 391     |
| Religious Non-Protestant/Catholic | 12%              | (19)  | 17%                  | (26)  | 19%                    | (30)  | 45%                | (71)  | 7%                      | (10)  | 156     |
| Evangelical                       | 19%              | (106) | 23%                  | (126) | 21%                    | (120) | 31%                | (175) | 6%                      | (33)  | 560     |
| Non-Evangelical                   | 11%              | (88)  | 20%                  | (159) | 21%                    | (169) | 42%                | (337) | 7%                      | (56)  | 809     |
| Community: Urban                  | 11%              | (67)  | 19%                  | (111) | 22%                    | (133) | 41%                | (241) | 7%                      | (43)  | 594     |
| Community: Suburban               | 12%              | (127) | 21%                  | (223) | 22%                    | (234) | 38%                | (397) | 6%                      | (65)  | 1045    |
| Community: Rural                  | 15%              | (86)  | 19%                  | (106) | 18%                    | (99)  | 38%                | (212) | 10%                     | (57)  | 560     |
| Employ: Private Sector            | 15%              | (90)  | 24%                  | (145) | 22%                    | (137) | 36%                | (218) | 4%                      | (22)  | 613     |
| Employ: Government                | 16%              | (25)  | 23%                  | (36)  | 27%                    | (42)  | 26%                | (41)  | 7%                      | (11)  | 154     |
| Employ: Self-Employed             | 18%              | (32)  | 15%                  | (26)  | 22%                    | (39)  | 36%                | (63)  | 9%                      | (17)  | 177     |
| Employ: Homemaker                 | 12%              | (16)  | 15%                  | (21)  | 18%                    | (24)  | 42%                | (57)  | 13%                     | (17)  | 135     |
| Employ: Retired                   | 9%               | (46)  | 17%                  | (86)  | 22%                    | (106) | 47%                | (231) | 5%                      | (23)  | 492     |
| Employ: Unemployed                | 10%              | (34)  | 18%                  | (57)  | 19%                    | (61)  | 40%                | (131) | 13%                     | (41)  | 323     |
| Employ: Other                     | 16%              | (22)  | 24%                  | (34)  | 17%                    | (23)  | 31%                | (43)  | 12%                     | (17)  | 140     |
| Military HH: Yes                  | 13%              | (45)  | 25%                  | (84)  | 21%                    | (71)  | 33%                | (114) | 8%                      | (28)  | 343     |
| Military HH: No                   | 13%              | (234) | 19%                  | (356) | 21%                    | (395) | 40%                | (737) | 7%                      | (136) | 1857    |
| RD/WT: Right Direction            | 22%              | (127) | 23%                  | (135) | 18%                    | (105) | 29%                | (171) | 8%                      | (45)  | 583     |
| RD/WT: Wrong Track                | 9%               | (153) | 19%                  | (305) | 22%                    | (361) | 42%                | (680) | 7%                      | (119) | 1617    |
| Trump Job Approve                 | 22%              | (185) | 25%                  | (212) | 17%                    | (146) | 29%                | (248) | 6%                      | (54)  | 845     |
| Trump Job Disapprove              | 7%               | (92)  | 17%                  | (213) | 24%                    | (309) | 46%                | (580) | 6%                      | (74)  | 1268    |
| Trump Job Strongly Approve        | 28%              | (132) | 22%                  | (101) | 15%                    | (70)  | 28%                | (129) | 7%                      | (31)  | 464     |
| Trump Job Somewhat Approve        | 14%              | (53)  | 29%                  | (111) | 20%                    | (76)  | 31%                | (119) | 6%                      | (23)  | 381     |
| Trump Job Somewhat Disapprove     | 8%               | (19)  | 28%                  | (64)  | 26%                    | (60)  | 32%                | (74)  | 6%                      | (14)  | 230     |
| Trump Job Strongly Disapprove     | 7%               | (73)  | 14%                  | (149) | 24%                    | (250) | 49%                | (505) | 6%                      | (60)  | 1037    |

Continued on next page

**Table CMS1\_13: How comfortable would you be doing the following activities right now?**  
*Going on vacation*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                               | 13%              | (280) | 20%                  | (440) | 21%                    | (466) | 39%                | (851) | 7%                      | (164) | 2200    |
| Favorable of Trump                   | 22%              | (183) | 26%                  | (209) | 17%                    | (138) | 30%                | (244) | 5%                      | (41)  | 814     |
| Unfavorable of Trump                 | 7%               | (86)  | 17%                  | (223) | 25%                    | (314) | 46%                | (589) | 5%                      | (66)  | 1278    |
| Very Favorable of Trump              | 29%              | (137) | 21%                  | (100) | 16%                    | (73)  | 28%                | (130) | 5%                      | (25)  | 465     |
| Somewhat Favorable of Trump          | 13%              | (46)  | 31%                  | (109) | 18%                    | (64)  | 33%                | (114) | 5%                      | (16)  | 349     |
| Somewhat Unfavorable of Trump        | 8%               | (17)  | 26%                  | (53)  | 30%                    | (61)  | 30%                | (62)  | 6%                      | (12)  | 205     |
| Very Unfavorable of Trump            | 6%               | (69)  | 16%                  | (170) | 24%                    | (252) | 49%                | (527) | 5%                      | (54)  | 1072    |
| #1 Issue: Economy                    | 14%              | (101) | 24%                  | (176) | 22%                    | (161) | 33%                | (240) | 6%                      | (43)  | 722     |
| #1 Issue: Security                   | 25%              | (65)  | 17%                  | (46)  | 19%                    | (51)  | 30%                | (80)  | 8%                      | (22)  | 263     |
| #1 Issue: Health Care                | 7%               | (30)  | 16%                  | (70)  | 20%                    | (87)  | 50%                | (212) | 6%                      | (28)  | 427     |
| #1 Issue: Medicare / Social Security | 10%              | (30)  | 14%                  | (40)  | 19%                    | (55)  | 49%                | (139) | 6%                      | (18)  | 282     |
| #1 Issue: Women's Issues             | 8%               | (9)   | 22%                  | (24)  | 30%                    | (33)  | 34%                | (38)  | 7%                      | (7)   | 111     |
| #1 Issue: Education                  | 11%              | (15)  | 21%                  | (27)  | 22%                    | (30)  | 27%                | (35)  | 19%                     | (25)  | 132     |
| #1 Issue: Energy                     | 12%              | (11)  | 24%                  | (21)  | 20%                    | (18)  | 34%                | (30)  | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 11%              | (20)  | 20%                  | (35)  | 18%                    | (31)  | 43%                | (76)  | 7%                      | (13)  | 175     |
| 2018 House Vote: Democrat            | 7%               | (50)  | 15%                  | (116) | 26%                    | (197) | 46%                | (351) | 6%                      | (46)  | 760     |
| 2018 House Vote: Republican          | 22%              | (134) | 27%                  | (165) | 18%                    | (111) | 29%                | (177) | 5%                      | (29)  | 616     |
| 2018 House Vote: Someone else        | 10%              | (7)   | 18%                  | (13)  | 25%                    | (17)  | 39%                | (27)  | 8%                      | (6)   | 70      |
| 2016 Vote: Hillary Clinton           | 7%               | (50)  | 14%                  | (96)  | 26%                    | (182) | 46%                | (317) | 6%                      | (44)  | 689     |
| 2016 Vote: Donald Trump              | 20%              | (133) | 27%                  | (179) | 18%                    | (118) | 30%                | (195) | 5%                      | (33)  | 658     |
| 2016 Vote: Other                     | 10%              | (16)  | 17%                  | (26)  | 26%                    | (41)  | 42%                | (66)  | 5%                      | (8)   | 157     |
| 2016 Vote: Didn't Vote               | 12%              | (81)  | 20%                  | (139) | 18%                    | (124) | 39%                | (273) | 11%                     | (78)  | 696     |
| Voted in 2014: Yes                   | 13%              | (168) | 21%                  | (263) | 22%                    | (281) | 38%                | (480) | 5%                      | (62)  | 1255    |
| Voted in 2014: No                    | 12%              | (111) | 19%                  | (176) | 20%                    | (184) | 39%                | (370) | 11%                     | (103) | 945     |
| 2012 Vote: Barack Obama              | 9%               | (67)  | 15%                  | (121) | 25%                    | (195) | 46%                | (359) | 5%                      | (43)  | 785     |
| 2012 Vote: Mitt Romney               | 18%              | (91)  | 26%                  | (130) | 21%                    | (105) | 30%                | (147) | 5%                      | (24)  | 496     |
| 2012 Vote: Other                     | 17%              | (14)  | 28%                  | (23)  | 14%                    | (12)  | 39%                | (33)  | 2%                      | (2)   | 83      |
| 2012 Vote: Didn't Vote               | 13%              | (108) | 20%                  | (164) | 19%                    | (154) | 37%                | (308) | 11%                     | (95)  | 831     |

Continued on next page

**Table CMS1\_13:** How comfortable would you be doing the following activities right now?*Going on vacation*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                                | 13%              | (280) | 20%                  | (440) | 21%                    | (466) | 39%                | (851) | 7%                      | (164) | 2200    |
| 4-Region: Northeast                   | 9%               | (36)  | 19%                  | (74)  | 23%                    | (92)  | 42%                | (165) | 7%                      | (27)  | 394     |
| 4-Region: Midwest                     | 16%              | (72)  | 18%                  | (85)  | 20%                    | (91)  | 37%                | (173) | 9%                      | (42)  | 462     |
| 4-Region: South                       | 14%              | (116) | 20%                  | (167) | 22%                    | (184) | 35%                | (287) | 9%                      | (70)  | 824     |
| 4-Region: West                        | 11%              | (56)  | 22%                  | (114) | 19%                    | (98)  | 44%                | (227) | 5%                      | (25)  | 520     |
| Frequent Flyer                        | 17%              | (47)  | 22%                  | (61)  | 22%                    | (59)  | 33%                | (89)  | 6%                      | (18)  | 273     |
| International Travel                  | 15%              | (62)  | 23%                  | (99)  | 22%                    | (94)  | 34%                | (144) | 5%                      | (22)  | 420     |
| Sports fans                           | 12%              | (177) | 22%                  | (327) | 23%                    | (334) | 36%                | (527) | 6%                      | (92)  | 1457    |
| Heard a lot/some about new H1N1       | 12%              | (118) | 19%                  | (193) | 22%                    | (218) | 43%                | (429) | 4%                      | (40)  | 997     |
| Heard not much/nothing about new H1N1 | 13%              | (162) | 21%                  | (247) | 21%                    | (248) | 35%                | (422) | 10%                     | (124) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_14:** How comfortable would you be doing the following activities right now?

Traveling abroad

| Demographic              | Very comfortable | Somewhat comfortable | Somewhat uncomfortable | Very uncomfortable | Don't Know / No Opinion | Total N |
|--------------------------|------------------|----------------------|------------------------|--------------------|-------------------------|---------|
| Adults                   | 4% (97)          | 6% (140)             | 14% (301)              | 66% (1459)         | 9% (204)                | 2200    |
| Gender: Male             | 5% (57)          | 9% (91)              | 16% (168)              | 61% (647)          | 9% (99)                 | 1062    |
| Gender: Female           | 4% (40)          | 4% (49)              | 12% (133)              | 71% (811)          | 9% (105)                | 1138    |
| Age: 18-34               | 4% (28)          | 10% (66)             | 17% (109)              | 59% (384)          | 10% (68)                | 655     |
| Age: 35-44               | 11% (39)         | 5% (19)              | 17% (60)               | 56% (201)          | 11% (38)                | 358     |
| Age: 45-64               | 4% (27)          | 6% (43)              | 14% (102)              | 68% (510)          | 9% (68)                 | 751     |
| Age: 65+                 | 1% (3)           | 3% (12)              | 7% (29)                | 83% (363)          | 7% (29)                 | 436     |
| GenZers: 1997-2012       | 4% (15)          | 11% (37)             | 14% (48)               | 57% (194)          | 14% (46)                | 340     |
| Millennials: 1981-1996   | 7% (36)          | 7% (36)              | 17% (85)               | 58% (287)          | 10% (48)                | 492     |
| GenXers: 1965-1980       | 6% (31)          | 6% (35)              | 17% (90)               | 62% (336)          | 9% (47)                 | 539     |
| Baby Boomers: 1946-1964  | 2% (12)          | 4% (31)              | 10% (74)               | 76% (575)          | 8% (60)                 | 752     |
| PID: Dem (no lean)       | 2% (21)          | 5% (38)              | 13% (107)              | 73% (600)          | 7% (57)                 | 823     |
| PID: Ind (no lean)       | 5% (33)          | 6% (46)              | 15% (111)              | 64% (459)          | 10% (71)                | 720     |
| PID: Rep (no lean)       | 7% (44)          | 9% (56)              | 12% (82)               | 61% (400)          | 12% (76)                | 657     |
| PID/Gender: Dem Men      | 3% (12)          | 7% (24)              | 16% (58)               | 67% (242)          | 7% (24)                 | 360     |
| PID/Gender: Dem Women    | 2% (9)           | 3% (14)              | 11% (49)               | 77% (358)          | 7% (32)                 | 462     |
| PID/Gender: Ind Men      | 5% (19)          | 7% (24)              | 17% (61)               | 60% (219)          | 11% (39)                | 362     |
| PID/Gender: Ind Women    | 4% (14)          | 6% (22)              | 14% (50)               | 67% (240)          | 9% (32)                 | 358     |
| PID/Gender: Rep Men      | 8% (26)          | 13% (43)             | 14% (48)               | 55% (186)          | 10% (36)                | 339     |
| PID/Gender: Rep Women    | 5% (17)          | 4% (13)              | 11% (33)               | 67% (213)          | 13% (41)                | 318     |
| Ideo: Liberal (1-3)      | 3% (17)          | 5% (32)              | 13% (82)               | 74% (475)          | 6% (38)                 | 644     |
| Ideo: Moderate (4)       | 5% (31)          | 5% (29)              | 16% (90)               | 66% (379)          | 8% (43)                 | 572     |
| Ideo: Conservative (5-7) | 5% (36)          | 9% (68)              | 14% (101)              | 64% (463)          | 8% (57)                 | 724     |
| Educ: < College          | 4% (63)          | 6% (96)              | 12% (179)              | 66% (992)          | 12% (182)               | 1512    |
| Educ: Bachelors degree   | 5% (21)          | 6% (28)              | 18% (80)               | 67% (299)          | 4% (16)                 | 444     |
| Educ: Post-grad          | 5% (12)          | 7% (16)              | 17% (42)               | 69% (168)          | 2% (6)                  | 244     |
| Income: Under 50k        | 4% (51)          | 7% (78)              | 12% (148)              | 63% (745)          | 14% (166)               | 1189    |
| Income: 50k-100k         | 4% (28)          | 6% (37)              | 14% (90)               | 73% (481)          | 4% (27)                 | 662     |
| Income: 100k+            | 5% (18)          | 7% (25)              | 18% (62)               | 67% (233)          | 3% (11)                 | 349     |
| Ethnicity: White         | 5% (83)          | 6% (105)             | 13% (227)              | 67% (1152)         | 9% (155)                | 1722    |
| Ethnicity: Hispanic      | 7% (24)          | 10% (34)             | 21% (73)               | 53% (185)          | 10% (34)                | 349     |

Continued on next page

**Table CMS1\_14:** How comfortable would you be doing the following activities right now?*Traveling abroad*

| Demographic                       | Very comfortable |      | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 4%               | (97) | 6%                   | (140) | 14%                    | (301) | 66%                | (1459) | 9%                      | (204) | 2200    |
| Ethnicity: Afr. Am.               | 1%               | (4)  | 6%                   | (17)  | 15%                    | (40)  | 68%                | (185)  | 10%                     | (28)  | 274     |
| Ethnicity: Other                  | 5%               | (10) | 9%                   | (17)  | 17%                    | (34)  | 60%                | (121)  | 10%                     | (21)  | 204     |
| All Christian                     | 4%               | (41) | 7%                   | (70)  | 12%                    | (127) | 70%                | (722)  | 7%                      | (69)  | 1029    |
| All Non-Christian                 | 3%               | (4)  | 12%                  | (14)  | 11%                    | (13)  | 68%                | (82)   | 6%                      | (7)   | 122     |
| Atheist                           | 4%               | (5)  | 8%                   | (11)  | 15%                    | (19)  | 64%                | (85)   | 10%                     | (13)  | 133     |
| Agnostic/Nothing in particular    | 3%               | (14) | 5%                   | (29)  | 15%                    | (80)  | 64%                | (339)  | 12%                     | (65)  | 526     |
| Something Else                    | 8%               | (33) | 4%                   | (16)  | 16%                    | (62)  | 59%                | (230)  | 13%                     | (50)  | 391     |
| Religious Non-Protestant/Catholic | 4%               | (6)  | 12%                  | (19)  | 12%                    | (18)  | 65%                | (102)  | 7%                      | (12)  | 156     |
| Evangelical                       | 6%               | (36) | 5%                   | (30)  | 14%                    | (81)  | 64%                | (356)  | 10%                     | (57)  | 560     |
| Non-Evangelical                   | 4%               | (35) | 6%                   | (49)  | 13%                    | (101) | 71%                | (573)  | 6%                      | (51)  | 809     |
| Community: Urban                  | 5%               | (30) | 9%                   | (55)  | 14%                    | (85)  | 63%                | (377)  | 8%                      | (46)  | 594     |
| Community: Suburban               | 4%               | (39) | 5%                   | (55)  | 14%                    | (141) | 69%                | (725)  | 8%                      | (86)  | 1045    |
| Community: Rural                  | 5%               | (28) | 5%                   | (30)  | 13%                    | (74)  | 64%                | (357)  | 13%                     | (72)  | 560     |
| Employ: Private Sector            | 6%               | (35) | 9%                   | (54)  | 20%                    | (122) | 61%                | (373)  | 5%                      | (29)  | 613     |
| Employ: Government                | 5%               | (7)  | 9%                   | (14)  | 19%                    | (29)  | 58%                | (90)   | 9%                      | (13)  | 154     |
| Employ: Self-Employed             | 9%               | (17) | 5%                   | (8)   | 12%                    | (22)  | 61%                | (108)  | 13%                     | (23)  | 177     |
| Employ: Homemaker                 | 4%               | (6)  | 5%                   | (6)   | 9%                     | (13)  | 66%                | (89)   | 15%                     | (20)  | 135     |
| Employ: Retired                   | 1%               | (5)  | 2%                   | (9)   | 7%                     | (34)  | 82%                | (405)  | 8%                      | (40)  | 492     |
| Employ: Unemployed                | 3%               | (11) | 7%                   | (23)  | 11%                    | (35)  | 65%                | (209)  | 14%                     | (45)  | 323     |
| Employ: Other                     | 9%               | (12) | 6%                   | (8)   | 16%                    | (22)  | 55%                | (77)   | 14%                     | (20)  | 140     |
| Military HH: Yes                  | 5%               | (16) | 5%                   | (18)  | 11%                    | (38)  | 69%                | (238)  | 10%                     | (34)  | 343     |
| Military HH: No                   | 4%               | (81) | 7%                   | (122) | 14%                    | (263) | 66%                | (1221) | 9%                      | (170) | 1857    |
| RD/WT: Right Direction            | 7%               | (41) | 10%                  | (56)  | 16%                    | (93)  | 54%                | (316)  | 13%                     | (77)  | 583     |
| RD/WT: Wrong Track                | 3%               | (56) | 5%                   | (84)  | 13%                    | (208) | 71%                | (1142) | 8%                      | (127) | 1617    |
| Trump Job Approve                 | 7%               | (60) | 8%                   | (69)  | 15%                    | (127) | 58%                | (494)  | 11%                     | (95)  | 845     |
| Trump Job Disapprove              | 3%               | (37) | 5%                   | (65)  | 13%                    | (162) | 74%                | (932)  | 6%                      | (71)  | 1268    |
| Trump Job Strongly Approve        | 10%              | (46) | 9%                   | (42)  | 12%                    | (56)  | 56%                | (260)  | 13%                     | (60)  | 464     |
| Trump Job Somewhat Approve        | 4%               | (14) | 7%                   | (26)  | 19%                    | (72)  | 61%                | (234)  | 9%                      | (35)  | 381     |
| Trump Job Somewhat Disapprove     | 4%               | (9)  | 7%                   | (17)  | 18%                    | (42)  | 68%                | (156)  | 3%                      | (7)   | 230     |
| Trump Job Strongly Disapprove     | 3%               | (27) | 5%                   | (49)  | 12%                    | (121) | 75%                | (776)  | 6%                      | (65)  | 1037    |

Continued on next page

**Table CMS1\_14:** How comfortable would you be doing the following activities right now?

Traveling abroad

| Demographic                          | Very comfortable |      | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 4%               | (97) | 6%                   | (140) | 14%                    | (301) | 66%                | (1459) | 9%                      | (204) | 2200    |
| Favorable of Trump                   | 8%               | (62) | 9%                   | (70)  | 15%                    | (122) | 59%                | (481)  | 10%                     | (80)  | 814     |
| Unfavorable of Trump                 | 3%               | (34) | 5%                   | (66)  | 13%                    | (165) | 74%                | (946)  | 5%                      | (67)  | 1278    |
| Very Favorable of Trump              | 10%              | (46) | 8%                   | (39)  | 11%                    | (53)  | 59%                | (274)  | 11%                     | (53)  | 465     |
| Somewhat Favorable of Trump          | 4%               | (16) | 9%                   | (31)  | 20%                    | (69)  | 59%                | (207)  | 8%                      | (27)  | 349     |
| Somewhat Unfavorable of Trump        | 4%               | (8)  | 7%                   | (15)  | 17%                    | (35)  | 69%                | (141)  | 3%                      | (7)   | 205     |
| Very Unfavorable of Trump            | 2%               | (26) | 5%                   | (51)  | 12%                    | (130) | 75%                | (805)  | 6%                      | (60)  | 1072    |
| #1 Issue: Economy                    | 6%               | (41) | 8%                   | (59)  | 18%                    | (131) | 61%                | (437)  | 7%                      | (54)  | 722     |
| #1 Issue: Security                   | 8%               | (20) | 6%                   | (16)  | 9%                     | (23)  | 63%                | (167)  | 14%                     | (37)  | 263     |
| #1 Issue: Health Care                | 2%               | (7)  | 5%                   | (22)  | 14%                    | (59)  | 74%                | (315)  | 5%                      | (23)  | 427     |
| #1 Issue: Medicare / Social Security | 2%               | (4)  | 6%                   | (17)  | 5%                     | (14)  | 78%                | (221)  | 9%                      | (26)  | 282     |
| #1 Issue: Women's Issues             | 4%               | (4)  | 6%                   | (7)   | 14%                    | (16)  | 66%                | (73)   | 10%                     | (11)  | 111     |
| #1 Issue: Education                  | 3%               | (3)  | 5%                   | (7)   | 17%                    | (22)  | 52%                | (69)   | 23%                     | (31)  | 132     |
| #1 Issue: Energy                     | 9%               | (8)  | 9%                   | (8)   | 18%                    | (15)  | 53%                | (46)   | 12%                     | (10)  | 88      |
| #1 Issue: Other                      | 5%               | (10) | 3%                   | (5)   | 12%                    | (20)  | 74%                | (130)  | 6%                      | (11)  | 175     |
| 2018 House Vote: Democrat            | 2%               | (15) | 5%                   | (37)  | 13%                    | (97)  | 74%                | (561)  | 6%                      | (49)  | 760     |
| 2018 House Vote: Republican          | 7%               | (43) | 7%                   | (45)  | 15%                    | (90)  | 62%                | (382)  | 9%                      | (56)  | 616     |
| 2018 House Vote: Someone else        | 5%               | (3)  | 2%                   | (1)   | 16%                    | (11)  | 66%                | (46)   | 11%                     | (8)   | 70      |
| 2016 Vote: Hillary Clinton           | 2%               | (17) | 4%                   | (29)  | 12%                    | (82)  | 75%                | (520)  | 6%                      | (42)  | 689     |
| 2016 Vote: Donald Trump              | 6%               | (40) | 7%                   | (44)  | 15%                    | (100) | 63%                | (413)  | 9%                      | (59)  | 658     |
| 2016 Vote: Other                     | 3%               | (4)  | 4%                   | (6)   | 13%                    | (21)  | 72%                | (113)  | 8%                      | (12)  | 157     |
| 2016 Vote: Didn't Vote               | 5%               | (35) | 9%                   | (61)  | 14%                    | (97)  | 59%                | (411)  | 13%                     | (90)  | 696     |
| Voted in 2014: Yes                   | 4%               | (55) | 5%                   | (65)  | 14%                    | (172) | 70%                | (879)  | 7%                      | (85)  | 1255    |
| Voted in 2014: No                    | 4%               | (42) | 8%                   | (76)  | 14%                    | (129) | 61%                | (579)  | 13%                     | (119) | 945     |
| 2012 Vote: Barack Obama              | 3%               | (27) | 3%                   | (27)  | 13%                    | (105) | 74%                | (579)  | 6%                      | (47)  | 785     |
| 2012 Vote: Mitt Romney               | 6%               | (29) | 7%                   | (33)  | 12%                    | (60)  | 68%                | (339)  | 7%                      | (35)  | 496     |
| 2012 Vote: Other                     | 3%               | (2)  | 5%                   | (4)   | 20%                    | (17)  | 63%                | (53)   | 9%                      | (8)   | 83      |
| 2012 Vote: Didn't Vote               | 5%               | (39) | 9%                   | (75)  | 14%                    | (120) | 58%                | (483)  | 14%                     | (113) | 831     |

Continued on next page



**Table CMS1\_14:** How comfortable would you be doing the following activities right now?*Traveling abroad*

| Demographic                           | Very comfortable |      | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 4%               | (97) | 6%                   | (140) | 14%                    | (301) | 66%                | (1459) | 9%                      | (204) | 2200    |
| 4-Region: Northeast                   | 3%               | (12) | 7%                   | (27)  | 15%                    | (60)  | 68%                | (269)  | 7%                      | (26)  | 394     |
| 4-Region: Midwest                     | 5%               | (25) | 6%                   | (28)  | 11%                    | (50)  | 66%                | (304)  | 12%                     | (55)  | 462     |
| 4-Region: South                       | 5%               | (41) | 5%                   | (43)  | 13%                    | (109) | 65%                | (539)  | 11%                     | (92)  | 824     |
| 4-Region: West                        | 4%               | (19) | 8%                   | (42)  | 16%                    | (82)  | 67%                | (347)  | 6%                      | (30)  | 520     |
| Frequent Flyer                        | 8%               | (23) | 12%                  | (33)  | 15%                    | (42)  | 56%                | (153)  | 8%                      | (23)  | 273     |
| International Travel                  | 7%               | (31) | 14%                  | (59)  | 17%                    | (71)  | 56%                | (236)  | 6%                      | (24)  | 420     |
| Sports fans                           | 4%               | (64) | 7%                   | (98)  | 15%                    | (225) | 66%                | (957)  | 8%                      | (113) | 1457    |
| Heard a lot/some about new H1N1       | 4%               | (39) | 7%                   | (73)  | 14%                    | (143) | 68%                | (680)  | 6%                      | (61)  | 997     |
| Heard not much/nothing about new H1N1 | 5%               | (57) | 6%                   | (67)  | 13%                    | (157) | 65%                | (778)  | 12%                     | (143) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_15: How comfortable would you be doing the following activities right now?**  
Returning to your normal routine

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                   | 15%              | (325) | 20%                  | (450) | 27%                    | (600) | 32%                | (696) | 6%                      | (129) | 2200    |
| Gender: Male             | 18%              | (188) | 23%                  | (245) | 26%                    | (279) | 27%                | (290) | 6%                      | (60)  | 1062    |
| Gender: Female           | 12%              | (137) | 18%                  | (205) | 28%                    | (321) | 36%                | (406) | 6%                      | (69)  | 1138    |
| Age: 18-34               | 17%              | (110) | 18%                  | (115) | 28%                    | (184) | 28%                | (187) | 9%                      | (59)  | 655     |
| Age: 35-44               | 17%              | (61)  | 22%                  | (79)  | 25%                    | (90)  | 30%                | (106) | 6%                      | (21)  | 358     |
| Age: 45-64               | 14%              | (104) | 24%                  | (182) | 28%                    | (210) | 29%                | (219) | 5%                      | (36)  | 751     |
| Age: 65+                 | 11%              | (50)  | 17%                  | (74)  | 26%                    | (116) | 42%                | (184) | 3%                      | (13)  | 436     |
| GenZers: 1997-2012       | 17%              | (57)  | 14%                  | (49)  | 29%                    | (99)  | 28%                | (96)  | 11%                     | (39)  | 340     |
| Millennials: 1981-1996   | 17%              | (85)  | 21%                  | (103) | 26%                    | (126) | 30%                | (148) | 6%                      | (31)  | 492     |
| GenXers: 1965-1980       | 15%              | (79)  | 25%                  | (132) | 27%                    | (147) | 27%                | (148) | 6%                      | (33)  | 539     |
| Baby Boomers: 1946-1964  | 13%              | (97)  | 20%                  | (152) | 28%                    | (211) | 36%                | (268) | 3%                      | (23)  | 752     |
| PID: Dem (no lean)       | 9%               | (75)  | 16%                  | (130) | 29%                    | (237) | 41%                | (337) | 5%                      | (45)  | 823     |
| PID: Ind (no lean)       | 15%              | (107) | 21%                  | (151) | 29%                    | (207) | 28%                | (203) | 7%                      | (52)  | 720     |
| PID: Rep (no lean)       | 22%              | (143) | 26%                  | (170) | 24%                    | (156) | 24%                | (156) | 5%                      | (32)  | 657     |
| PID/Gender: Dem Men      | 13%              | (46)  | 17%                  | (63)  | 29%                    | (105) | 36%                | (130) | 5%                      | (17)  | 360     |
| PID/Gender: Dem Women    | 6%               | (28)  | 15%                  | (67)  | 29%                    | (132) | 45%                | (206) | 6%                      | (28)  | 462     |
| PID/Gender: Ind Men      | 16%              | (59)  | 23%                  | (85)  | 29%                    | (103) | 24%                | (88)  | 7%                      | (26)  | 362     |
| PID/Gender: Ind Women    | 13%              | (48)  | 18%                  | (66)  | 29%                    | (104) | 32%                | (115) | 7%                      | (26)  | 358     |
| PID/Gender: Rep Men      | 24%              | (83)  | 29%                  | (98)  | 21%                    | (71)  | 21%                | (71)  | 5%                      | (17)  | 339     |
| PID/Gender: Rep Women    | 19%              | (60)  | 23%                  | (72)  | 27%                    | (86)  | 27%                | (85)  | 5%                      | (15)  | 318     |
| Ideo: Liberal (1-3)      | 8%               | (52)  | 15%                  | (97)  | 30%                    | (190) | 43%                | (275) | 5%                      | (30)  | 644     |
| Ideo: Moderate (4)       | 13%              | (74)  | 22%                  | (125) | 30%                    | (172) | 31%                | (176) | 4%                      | (25)  | 572     |
| Ideo: Conservative (5-7) | 22%              | (160) | 26%                  | (185) | 25%                    | (179) | 24%                | (175) | 3%                      | (25)  | 724     |
| Educ: < College          | 16%              | (243) | 20%                  | (307) | 25%                    | (382) | 31%                | (466) | 7%                      | (113) | 1512    |
| Educ: Bachelors degree   | 11%              | (50)  | 21%                  | (92)  | 33%                    | (146) | 33%                | (145) | 2%                      | (11)  | 444     |
| Educ: Post-grad          | 13%              | (32)  | 21%                  | (51)  | 29%                    | (71)  | 35%                | (85)  | 2%                      | (5)   | 244     |
| Income: Under 50k        | 18%              | (209) | 19%                  | (231) | 25%                    | (296) | 29%                | (349) | 9%                      | (104) | 1189    |
| Income: 50k-100k         | 12%              | (77)  | 22%                  | (146) | 30%                    | (196) | 34%                | (226) | 3%                      | (18)  | 662     |
| Income: 100k+            | 11%              | (39)  | 21%                  | (73)  | 31%                    | (108) | 35%                | (121) | 2%                      | (6)   | 349     |
| Ethnicity: White         | 15%              | (262) | 21%                  | (360) | 28%                    | (490) | 31%                | (532) | 5%                      | (78)  | 1722    |
| Ethnicity: Hispanic      | 14%              | (50)  | 22%                  | (76)  | 28%                    | (98)  | 29%                | (101) | 7%                      | (24)  | 349     |

Continued on next page

**Table CMS1\_15: How comfortable would you be doing the following activities right now?***Returning to your normal routine*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                            | 15%              | (325) | 20%                  | (450) | 27%                    | (600) | 32%                | (696) | 6%                      | (129) | 2200    |
| Ethnicity: Afr. Am.               | 12%              | (32)  | 18%                  | (50)  | 22%                    | (59)  | 37%                | (101) | 12%                     | (32)  | 274     |
| Ethnicity: Other                  | 15%              | (31)  | 20%                  | (40)  | 25%                    | (50)  | 31%                | (64)  | 9%                      | (19)  | 204     |
| All Christian                     | 13%              | (132) | 22%                  | (225) | 30%                    | (308) | 30%                | (307) | 6%                      | (57)  | 1029    |
| All Non-Christian                 | 10%              | (12)  | 14%                  | (17)  | 29%                    | (36)  | 42%                | (52)  | 4%                      | (5)   | 122     |
| Atheist                           | 18%              | (24)  | 14%                  | (18)  | 22%                    | (29)  | 45%                | (60)  | 2%                      | (2)   | 133     |
| Agnostic/Nothing in particular    | 13%              | (66)  | 20%                  | (103) | 28%                    | (145) | 32%                | (166) | 9%                      | (45)  | 526     |
| Something Else                    | 23%              | (91)  | 22%                  | (88)  | 21%                    | (81)  | 28%                | (111) | 5%                      | (20)  | 391     |
| Religious Non-Protestant/Catholic | 11%              | (17)  | 16%                  | (24)  | 32%                    | (50)  | 36%                | (56)  | 6%                      | (9)   | 156     |
| Evangelical                       | 21%              | (120) | 24%                  | (137) | 23%                    | (130) | 26%                | (145) | 5%                      | (28)  | 560     |
| Non-Evangelical                   | 12%              | (97)  | 20%                  | (166) | 30%                    | (243) | 33%                | (266) | 5%                      | (38)  | 809     |
| Community: Urban                  | 14%              | (82)  | 21%                  | (126) | 25%                    | (149) | 34%                | (202) | 6%                      | (35)  | 594     |
| Community: Suburban               | 13%              | (141) | 20%                  | (211) | 28%                    | (296) | 33%                | (346) | 5%                      | (51)  | 1045    |
| Community: Rural                  | 18%              | (102) | 20%                  | (113) | 27%                    | (154) | 27%                | (149) | 8%                      | (43)  | 560     |
| Employ: Private Sector            | 14%              | (87)  | 27%                  | (164) | 31%                    | (188) | 25%                | (155) | 3%                      | (18)  | 613     |
| Employ: Government                | 11%              | (16)  | 22%                  | (34)  | 26%                    | (40)  | 36%                | (56)  | 5%                      | (8)   | 154     |
| Employ: Self-Employed             | 16%              | (27)  | 17%                  | (29)  | 23%                    | (41)  | 34%                | (60)  | 11%                     | (19)  | 177     |
| Employ: Homemaker                 | 17%              | (24)  | 21%                  | (28)  | 20%                    | (28)  | 34%                | (46)  | 7%                      | (10)  | 135     |
| Employ: Retired                   | 13%              | (62)  | 17%                  | (85)  | 27%                    | (133) | 40%                | (195) | 3%                      | (17)  | 492     |
| Employ: Unemployed                | 16%              | (51)  | 19%                  | (62)  | 25%                    | (80)  | 30%                | (97)  | 10%                     | (33)  | 323     |
| Employ: Other                     | 26%              | (37)  | 14%                  | (19)  | 26%                    | (36)  | 27%                | (38)  | 7%                      | (9)   | 140     |
| Military HH: Yes                  | 14%              | (49)  | 22%                  | (76)  | 26%                    | (90)  | 30%                | (102) | 7%                      | (25)  | 343     |
| Military HH: No                   | 15%              | (276) | 20%                  | (374) | 27%                    | (510) | 32%                | (594) | 6%                      | (104) | 1857    |
| RD/WT: Right Direction            | 23%              | (135) | 24%                  | (143) | 24%                    | (143) | 22%                | (129) | 6%                      | (34)  | 583     |
| RD/WT: Wrong Track                | 12%              | (190) | 19%                  | (308) | 28%                    | (457) | 35%                | (567) | 6%                      | (95)  | 1617    |
| Trump Job Approve                 | 23%              | (194) | 27%                  | (229) | 23%                    | (198) | 22%                | (185) | 4%                      | (38)  | 845     |
| Trump Job Disapprove              | 10%              | (121) | 16%                  | (208) | 30%                    | (383) | 39%                | (495) | 5%                      | (60)  | 1268    |
| Trump Job Strongly Approve        | 28%              | (130) | 28%                  | (129) | 20%                    | (92)  | 20%                | (95)  | 4%                      | (19)  | 464     |
| Trump Job Somewhat Approve        | 17%              | (65)  | 26%                  | (101) | 28%                    | (106) | 24%                | (91)  | 5%                      | (19)  | 381     |
| Trump Job Somewhat Disapprove     | 11%              | (25)  | 23%                  | (52)  | 34%                    | (78)  | 27%                | (62)  | 6%                      | (14)  | 230     |
| Trump Job Strongly Disapprove     | 9%               | (97)  | 15%                  | (156) | 29%                    | (305) | 42%                | (434) | 4%                      | (46)  | 1037    |

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**Table CMS1\_15: How comfortable would you be doing the following activities right now?**  
*Returning to your normal routine*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                               | 15%              | (325) | 20%                  | (450) | 27%                    | (600) | 32%                | (696) | 6%                      | (129) | 2200    |
| Favorable of Trump                   | 24%              | (194) | 28%                  | (225) | 24%                    | (197) | 21%                | (172) | 3%                      | (26)  | 814     |
| Unfavorable of Trump                 | 9%               | (121) | 17%                  | (212) | 30%                    | (384) | 40%                | (509) | 4%                      | (51)  | 1278    |
| Very Favorable of Trump              | 29%              | (137) | 26%                  | (120) | 21%                    | (99)  | 20%                | (95)  | 3%                      | (14)  | 465     |
| Somewhat Favorable of Trump          | 16%              | (57)  | 30%                  | (105) | 28%                    | (98)  | 22%                | (77)  | 3%                      | (12)  | 349     |
| Somewhat Unfavorable of Trump        | 15%              | (31)  | 23%                  | (48)  | 33%                    | (68)  | 26%                | (53)  | 3%                      | (6)   | 205     |
| Very Unfavorable of Trump            | 8%               | (90)  | 15%                  | (165) | 30%                    | (317) | 43%                | (456) | 4%                      | (45)  | 1072    |
| #1 Issue: Economy                    | 17%              | (123) | 24%                  | (176) | 26%                    | (191) | 27%                | (197) | 5%                      | (35)  | 722     |
| #1 Issue: Security                   | 25%              | (65)  | 24%                  | (63)  | 25%                    | (65)  | 23%                | (60)  | 4%                      | (10)  | 263     |
| #1 Issue: Health Care                | 7%               | (32)  | 18%                  | (77)  | 31%                    | (130) | 39%                | (167) | 5%                      | (21)  | 427     |
| #1 Issue: Medicare / Social Security | 12%              | (34)  | 18%                  | (52)  | 24%                    | (68)  | 39%                | (109) | 6%                      | (18)  | 282     |
| #1 Issue: Women's Issues             | 11%              | (12)  | 17%                  | (19)  | 30%                    | (34)  | 36%                | (40)  | 5%                      | (6)   | 111     |
| #1 Issue: Education                  | 15%              | (20)  | 15%                  | (20)  | 30%                    | (39)  | 24%                | (32)  | 16%                     | (21)  | 132     |
| #1 Issue: Energy                     | 11%              | (10)  | 20%                  | (18)  | 27%                    | (24)  | 31%                | (28)  | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 16%              | (28)  | 15%                  | (26)  | 28%                    | (49)  | 36%                | (63)  | 6%                      | (10)  | 175     |
| 2018 House Vote: Democrat            | 8%               | (57)  | 16%                  | (118) | 29%                    | (221) | 42%                | (323) | 5%                      | (41)  | 760     |
| 2018 House Vote: Republican          | 23%              | (143) | 28%                  | (175) | 23%                    | (143) | 22%                | (137) | 3%                      | (17)  | 616     |
| 2018 House Vote: Someone else        | 16%              | (11)  | 16%                  | (11)  | 36%                    | (25)  | 28%                | (19)  | 5%                      | (3)   | 70      |
| 2016 Vote: Hillary Clinton           | 8%               | (53)  | 17%                  | (120) | 28%                    | (193) | 41%                | (284) | 6%                      | (39)  | 689     |
| 2016 Vote: Donald Trump              | 21%              | (140) | 27%                  | (179) | 25%                    | (166) | 23%                | (153) | 3%                      | (19)  | 658     |
| 2016 Vote: Other                     | 13%              | (20)  | 17%                  | (26)  | 35%                    | (55)  | 31%                | (49)  | 4%                      | (7)   | 157     |
| 2016 Vote: Didn't Vote               | 16%              | (111) | 18%                  | (125) | 27%                    | (185) | 30%                | (210) | 9%                      | (65)  | 696     |
| Voted in 2014: Yes                   | 14%              | (172) | 23%                  | (284) | 27%                    | (333) | 34%                | (423) | 3%                      | (43)  | 1255    |
| Voted in 2014: No                    | 16%              | (153) | 18%                  | (167) | 28%                    | (267) | 29%                | (273) | 9%                      | (86)  | 945     |
| 2012 Vote: Barack Obama              | 9%               | (71)  | 18%                  | (145) | 29%                    | (227) | 40%                | (315) | 4%                      | (28)  | 785     |
| 2012 Vote: Mitt Romney               | 19%              | (94)  | 26%                  | (129) | 27%                    | (134) | 25%                | (125) | 3%                      | (14)  | 496     |
| 2012 Vote: Other                     | 26%              | (22)  | 24%                  | (20)  | 25%                    | (21)  | 21%                | (18)  | 5%                      | (4)   | 83      |
| 2012 Vote: Didn't Vote               | 17%              | (138) | 19%                  | (156) | 26%                    | (218) | 28%                | (236) | 10%                     | (82)  | 831     |

Continued on next page

**Table CMS1\_15:** How comfortable would you be doing the following activities right now?

Returning to your normal routine

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                                | 15%              | (325) | 20%                  | (450) | 27%                    | (600) | 32%                | (696) | 6%                      | (129) | 2200    |
| 4-Region: Northeast                   | 12%              | (48)  | 22%                  | (88)  | 31%                    | (120) | 31%                | (123) | 4%                      | (15)  | 394     |
| 4-Region: Midwest                     | 14%              | (66)  | 19%                  | (86)  | 30%                    | (137) | 31%                | (142) | 7%                      | (32)  | 462     |
| 4-Region: South                       | 17%              | (138) | 20%                  | (169) | 25%                    | (208) | 32%                | (264) | 6%                      | (45)  | 824     |
| 4-Region: West                        | 14%              | (73)  | 21%                  | (108) | 26%                    | (135) | 32%                | (168) | 7%                      | (37)  | 520     |
| Frequent Flyer                        | 14%              | (38)  | 20%                  | (53)  | 28%                    | (75)  | 32%                | (88)  | 7%                      | (19)  | 273     |
| International Travel                  | 14%              | (60)  | 19%                  | (81)  | 28%                    | (116) | 32%                | (136) | 6%                      | (27)  | 420     |
| Sports fans                           | 14%              | (209) | 24%                  | (343) | 29%                    | (417) | 29%                | (424) | 4%                      | (64)  | 1457    |
| Heard a lot/some about new H1N1       | 14%              | (139) | 20%                  | (201) | 26%                    | (264) | 37%                | (366) | 3%                      | (27)  | 997     |
| Heard not much/nothing about new H1N1 | 15%              | (186) | 21%                  | (249) | 28%                    | (336) | 27%                | (330) | 8%                      | (102) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_16: How comfortable would you be doing the following activities right now?**  
*Socializing with people in public places*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                   | 9%               | (198) | 19%                  | (411) | 26%                    | (567) | 41%                | (903) | 5%                      | (121) | 2200    |
| Gender: Male             | 11%              | (113) | 20%                  | (208) | 27%                    | (290) | 37%                | (394) | 5%                      | (56)  | 1062    |
| Gender: Female           | 7%               | (85)  | 18%                  | (203) | 24%                    | (277) | 45%                | (509) | 6%                      | (65)  | 1138    |
| Age: 18-34               | 8%               | (50)  | 23%                  | (149) | 25%                    | (162) | 37%                | (243) | 8%                      | (50)  | 655     |
| Age: 35-44               | 14%              | (49)  | 20%                  | (70)  | 26%                    | (92)  | 35%                | (124) | 7%                      | (24)  | 358     |
| Age: 45-64               | 10%              | (75)  | 18%                  | (137) | 27%                    | (205) | 39%                | (294) | 5%                      | (40)  | 751     |
| Age: 65+                 | 5%               | (24)  | 13%                  | (55)  | 25%                    | (108) | 55%                | (242) | 2%                      | (8)   | 436     |
| GenZers: 1997-2012       | 8%               | (26)  | 19%                  | (65)  | 28%                    | (94)  | 36%                | (123) | 9%                      | (32)  | 340     |
| Millennials: 1981-1996   | 10%              | (51)  | 23%                  | (114) | 23%                    | (113) | 37%                | (181) | 7%                      | (33)  | 492     |
| GenXers: 1965-1980       | 10%              | (56)  | 20%                  | (107) | 27%                    | (144) | 36%                | (196) | 7%                      | (37)  | 539     |
| Baby Boomers: 1946-1964  | 8%               | (61)  | 16%                  | (117) | 27%                    | (199) | 47%                | (355) | 3%                      | (19)  | 752     |
| PID: Dem (no lean)       | 5%               | (37)  | 16%                  | (130) | 26%                    | (210) | 50%                | (415) | 4%                      | (30)  | 823     |
| PID: Ind (no lean)       | 8%               | (56)  | 19%                  | (134) | 26%                    | (184) | 41%                | (296) | 7%                      | (50)  | 720     |
| PID: Rep (no lean)       | 16%              | (105) | 22%                  | (146) | 26%                    | (173) | 29%                | (193) | 6%                      | (40)  | 657     |
| PID/Gender: Dem Men      | 7%               | (25)  | 16%                  | (59)  | 28%                    | (102) | 45%                | (163) | 3%                      | (10)  | 360     |
| PID/Gender: Dem Women    | 3%               | (12)  | 15%                  | (71)  | 23%                    | (108) | 54%                | (251) | 4%                      | (20)  | 462     |
| PID/Gender: Ind Men      | 9%               | (31)  | 18%                  | (64)  | 26%                    | (96)  | 40%                | (144) | 7%                      | (27)  | 362     |
| PID/Gender: Ind Women    | 7%               | (25)  | 20%                  | (71)  | 25%                    | (88)  | 42%                | (151) | 6%                      | (23)  | 358     |
| PID/Gender: Rep Men      | 17%              | (57)  | 25%                  | (85)  | 27%                    | (92)  | 26%                | (87)  | 6%                      | (19)  | 339     |
| PID/Gender: Rep Women    | 15%              | (48)  | 19%                  | (61)  | 25%                    | (81)  | 33%                | (106) | 7%                      | (22)  | 318     |
| Ideo: Liberal (1-3)      | 4%               | (27)  | 15%                  | (98)  | 24%                    | (158) | 53%                | (340) | 3%                      | (22)  | 644     |
| Ideo: Moderate (4)       | 8%               | (46)  | 17%                  | (96)  | 28%                    | (161) | 44%                | (250) | 4%                      | (20)  | 572     |
| Ideo: Conservative (5-7) | 14%              | (102) | 24%                  | (177) | 25%                    | (184) | 32%                | (234) | 4%                      | (27)  | 724     |
| Educ: < College          | 9%               | (142) | 18%                  | (280) | 25%                    | (378) | 40%                | (609) | 7%                      | (104) | 1512    |
| Educ: Bachelors degree   | 9%               | (38)  | 19%                  | (84)  | 28%                    | (123) | 42%                | (186) | 3%                      | (13)  | 444     |
| Educ: Post-grad          | 7%               | (18)  | 19%                  | (47)  | 27%                    | (66)  | 45%                | (109) | 2%                      | (4)   | 244     |
| Income: Under 50k        | 10%              | (115) | 18%                  | (209) | 24%                    | (284) | 40%                | (480) | 8%                      | (101) | 1189    |
| Income: 50k-100k         | 8%               | (56)  | 19%                  | (129) | 29%                    | (191) | 41%                | (273) | 2%                      | (12)  | 662     |
| Income: 100k+            | 8%               | (27)  | 21%                  | (73)  | 26%                    | (91)  | 43%                | (150) | 2%                      | (8)   | 349     |
| Ethnicity: White         | 10%              | (167) | 20%                  | (345) | 26%                    | (439) | 40%                | (687) | 5%                      | (84)  | 1722    |
| Ethnicity: Hispanic      | 12%              | (41)  | 17%                  | (61)  | 23%                    | (82)  | 41%                | (142) | 7%                      | (24)  | 349     |

Continued on next page

**Table CMS1\_16: How comfortable would you be doing the following activities right now?***Socializing with people in public places*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                            | 9%               | (198) | 19%                  | (411) | 26%                    | (567) | 41%                | (903) | 5%                      | (121) | 2200    |
| Ethnicity: Afr. Am.               | 4%               | (11)  | 15%                  | (42)  | 24%                    | (66)  | 49%                | (134) | 8%                      | (21)  | 274     |
| Ethnicity: Other                  | 10%              | (19)  | 12%                  | (24)  | 30%                    | (62)  | 41%                | (83)  | 8%                      | (16)  | 204     |
| All Christian                     | 8%               | (83)  | 19%                  | (191) | 28%                    | (289) | 40%                | (415) | 5%                      | (50)  | 1029    |
| All Non-Christian                 | 11%              | (14)  | 12%                  | (15)  | 23%                    | (28)  | 48%                | (59)  | 6%                      | (7)   | 122     |
| Atheist                           | 5%               | (7)   | 19%                  | (25)  | 23%                    | (30)  | 50%                | (66)  | 3%                      | (5)   | 133     |
| Agnostic/Nothing in particular    | 6%               | (33)  | 21%                  | (111) | 25%                    | (129) | 41%                | (213) | 8%                      | (39)  | 526     |
| Something Else                    | 16%              | (61)  | 18%                  | (69)  | 23%                    | (91)  | 38%                | (150) | 5%                      | (20)  | 391     |
| Religious Non-Protestant/Catholic | 10%              | (16)  | 12%                  | (18)  | 24%                    | (38)  | 47%                | (74)  | 7%                      | (11)  | 156     |
| Evangelical                       | 13%              | (75)  | 23%                  | (128) | 24%                    | (135) | 36%                | (201) | 4%                      | (22)  | 560     |
| Non-Evangelical                   | 8%               | (66)  | 16%                  | (127) | 29%                    | (233) | 43%                | (345) | 5%                      | (38)  | 809     |
| Community: Urban                  | 8%               | (49)  | 16%                  | (95)  | 24%                    | (141) | 47%                | (277) | 5%                      | (32)  | 594     |
| Community: Suburban               | 8%               | (80)  | 20%                  | (211) | 26%                    | (274) | 41%                | (431) | 5%                      | (49)  | 1045    |
| Community: Rural                  | 12%              | (69)  | 19%                  | (105) | 27%                    | (152) | 35%                | (195) | 7%                      | (39)  | 560     |
| Employ: Private Sector            | 9%               | (56)  | 24%                  | (145) | 28%                    | (170) | 36%                | (220) | 4%                      | (22)  | 613     |
| Employ: Government                | 8%               | (13)  | 18%                  | (27)  | 31%                    | (47)  | 37%                | (58)  | 6%                      | (9)   | 154     |
| Employ: Self-Employed             | 16%              | (28)  | 17%                  | (30)  | 22%                    | (39)  | 38%                | (67)  | 7%                      | (12)  | 177     |
| Employ: Homemaker                 | 11%              | (15)  | 15%                  | (21)  | 24%                    | (32)  | 41%                | (55)  | 9%                      | (12)  | 135     |
| Employ: Retired                   | 7%               | (35)  | 12%                  | (61)  | 25%                    | (124) | 53%                | (261) | 2%                      | (11)  | 492     |
| Employ: Unemployed                | 8%               | (25)  | 17%                  | (56)  | 25%                    | (80)  | 40%                | (130) | 10%                     | (32)  | 323     |
| Employ: Other                     | 10%              | (14)  | 26%                  | (36)  | 23%                    | (33)  | 33%                | (46)  | 8%                      | (12)  | 140     |
| Military HH: Yes                  | 10%              | (34)  | 17%                  | (57)  | 27%                    | (93)  | 40%                | (136) | 7%                      | (23)  | 343     |
| Military HH: No                   | 9%               | (164) | 19%                  | (354) | 26%                    | (474) | 41%                | (767) | 5%                      | (98)  | 1857    |
| RD/WT: Right Direction            | 18%              | (104) | 21%                  | (124) | 24%                    | (140) | 29%                | (171) | 8%                      | (44)  | 583     |
| RD/WT: Wrong Track                | 6%               | (94)  | 18%                  | (287) | 26%                    | (427) | 45%                | (732) | 5%                      | (76)  | 1617    |
| Trump Job Approve                 | 16%              | (132) | 23%                  | (198) | 25%                    | (209) | 30%                | (256) | 6%                      | (50)  | 845     |
| Trump Job Disapprove              | 5%               | (60)  | 16%                  | (199) | 27%                    | (344) | 49%                | (626) | 3%                      | (38)  | 1268    |
| Trump Job Strongly Approve        | 23%              | (106) | 21%                  | (97)  | 22%                    | (101) | 29%                | (132) | 6%                      | (29)  | 464     |
| Trump Job Somewhat Approve        | 7%               | (26)  | 27%                  | (102) | 28%                    | (108) | 32%                | (124) | 6%                      | (21)  | 381     |
| Trump Job Somewhat Disapprove     | 5%               | (12)  | 24%                  | (56)  | 32%                    | (75)  | 37%                | (86)  | 1%                      | (2)   | 230     |
| Trump Job Strongly Disapprove     | 5%               | (49)  | 14%                  | (142) | 26%                    | (269) | 52%                | (541) | 3%                      | (36)  | 1037    |

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**Table CMS1\_16: How comfortable would you be doing the following activities right now?**  
*Socializing with people in public places*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                               | 9%               | (198) | 19%                  | (411) | 26%                    | (567) | 41%                | (903) | 5%                      | (121) | 2200    |
| Favorable of Trump                   | 17%              | (137) | 24%                  | (193) | 25%                    | (206) | 29%                | (239) | 5%                      | (40)  | 814     |
| Unfavorable of Trump                 | 4%               | (53)  | 16%                  | (205) | 26%                    | (338) | 51%                | (650) | 2%                      | (31)  | 1278    |
| Very Favorable of Trump              | 22%              | (102) | 20%                  | (95)  | 24%                    | (113) | 27%                | (128) | 6%                      | (26)  | 465     |
| Somewhat Favorable of Trump          | 10%              | (34)  | 28%                  | (97)  | 27%                    | (93)  | 32%                | (111) | 4%                      | (14)  | 349     |
| Somewhat Unfavorable of Trump        | 5%               | (11)  | 22%                  | (46)  | 33%                    | (68)  | 38%                | (78)  | 1%                      | (3)   | 205     |
| Very Unfavorable of Trump            | 4%               | (42)  | 15%                  | (159) | 25%                    | (270) | 53%                | (572) | 3%                      | (28)  | 1072    |
| #1 Issue: Economy                    | 10%              | (73)  | 22%                  | (160) | 27%                    | (194) | 36%                | (258) | 5%                      | (37)  | 722     |
| #1 Issue: Security                   | 17%              | (44)  | 22%                  | (57)  | 22%                    | (58)  | 35%                | (92)  | 5%                      | (13)  | 263     |
| #1 Issue: Health Care                | 4%               | (16)  | 15%                  | (64)  | 29%                    | (126) | 48%                | (206) | 3%                      | (15)  | 427     |
| #1 Issue: Medicare / Social Security | 8%               | (22)  | 13%                  | (36)  | 25%                    | (70)  | 51%                | (144) | 4%                      | (11)  | 282     |
| #1 Issue: Women's Issues             | 5%               | (6)   | 20%                  | (22)  | 24%                    | (27)  | 43%                | (48)  | 7%                      | (8)   | 111     |
| #1 Issue: Education                  | 9%               | (12)  | 22%                  | (30)  | 24%                    | (32)  | 26%                | (34)  | 18%                     | (24)  | 132     |
| #1 Issue: Energy                     | 14%              | (12)  | 11%                  | (10)  | 28%                    | (25)  | 37%                | (32)  | 9%                      | (8)   | 88      |
| #1 Issue: Other                      | 8%               | (14)  | 18%                  | (32)  | 21%                    | (36)  | 50%                | (88)  | 3%                      | (5)   | 175     |
| 2018 House Vote: Democrat            | 4%               | (32)  | 15%                  | (113) | 23%                    | (175) | 53%                | (402) | 5%                      | (37)  | 760     |
| 2018 House Vote: Republican          | 16%              | (100) | 24%                  | (147) | 24%                    | (148) | 31%                | (193) | 4%                      | (27)  | 616     |
| 2018 House Vote: Someone else        | 8%               | (5)   | 15%                  | (11)  | 35%                    | (24)  | 39%                | (27)  | 4%                      | (3)   | 70      |
| 2016 Vote: Hillary Clinton           | 4%               | (27)  | 15%                  | (105) | 24%                    | (165) | 52%                | (361) | 4%                      | (30)  | 689     |
| 2016 Vote: Donald Trump              | 15%              | (97)  | 23%                  | (150) | 26%                    | (168) | 33%                | (215) | 4%                      | (28)  | 658     |
| 2016 Vote: Other                     | 11%              | (17)  | 20%                  | (32)  | 24%                    | (38)  | 42%                | (65)  | 3%                      | (5)   | 157     |
| 2016 Vote: Didn't Vote               | 8%               | (58)  | 18%                  | (123) | 28%                    | (196) | 38%                | (261) | 8%                      | (58)  | 696     |
| Voted in 2014: Yes                   | 10%              | (125) | 18%                  | (229) | 24%                    | (307) | 44%                | (548) | 4%                      | (46)  | 1255    |
| Voted in 2014: No                    | 8%               | (73)  | 19%                  | (182) | 28%                    | (260) | 38%                | (356) | 8%                      | (74)  | 945     |
| 2012 Vote: Barack Obama              | 6%               | (47)  | 15%                  | (115) | 26%                    | (204) | 50%                | (394) | 3%                      | (25)  | 785     |
| 2012 Vote: Mitt Romney               | 14%              | (69)  | 21%                  | (105) | 25%                    | (124) | 36%                | (179) | 4%                      | (19)  | 496     |
| 2012 Vote: Other                     | 15%              | (12)  | 26%                  | (22)  | 24%                    | (20)  | 33%                | (28)  | 2%                      | (2)   | 83      |
| 2012 Vote: Didn't Vote               | 8%               | (69)  | 20%                  | (169) | 26%                    | (218) | 36%                | (299) | 9%                      | (75)  | 831     |

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**Table CMS1\_16:** How comfortable would you be doing the following activities right now?  
 Socializing with people in public places

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |       | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|-------|-------------------------|-------|---------|
| Adults                                | 9%               | (198) | 19%                  | (411) | 26%                    | (567) | 41%                | (903) | 5%                      | (121) | 2200    |
| 4-Region: Northeast                   | 7%               | (26)  | 21%                  | (81)  | 29%                    | (113) | 40%                | (157) | 4%                      | (17)  | 394     |
| 4-Region: Midwest                     | 10%              | (46)  | 20%                  | (93)  | 27%                    | (123) | 36%                | (167) | 7%                      | (34)  | 462     |
| 4-Region: South                       | 10%              | (84)  | 18%                  | (145) | 24%                    | (200) | 43%                | (353) | 5%                      | (42)  | 824     |
| 4-Region: West                        | 8%               | (42)  | 18%                  | (92)  | 25%                    | (131) | 43%                | (226) | 5%                      | (28)  | 520     |
| Frequent Flyer                        | 12%              | (33)  | 21%                  | (57)  | 24%                    | (67)  | 36%                | (98)  | 7%                      | (19)  | 273     |
| International Travel                  | 9%               | (38)  | 20%                  | (86)  | 25%                    | (104) | 40%                | (167) | 6%                      | (26)  | 420     |
| Sports fans                           | 8%               | (123) | 21%                  | (303) | 27%                    | (398) | 39%                | (570) | 4%                      | (64)  | 1457    |
| Heard a lot/some about new H1N1       | 10%              | (95)  | 17%                  | (165) | 24%                    | (241) | 47%                | (464) | 3%                      | (32)  | 997     |
| Heard not much/nothing about new H1N1 | 9%               | (103) | 20%                  | (246) | 27%                    | (326) | 36%                | (439) | 7%                      | (89)  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS1\_17: How comfortable would you be doing the following activities right now?**  
*Going to a sporting event*

| Demographic              | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                   | 7%               | (154) | 10%                  | (212) | 13%                    | (291) | 61%                | (1341) | 9%                      | (201) | 2200    |
| Gender: Male             | 9%               | (92)  | 12%                  | (129) | 16%                    | (170) | 55%                | (580)  | 9%                      | (91)  | 1062    |
| Gender: Female           | 5%               | (63)  | 7%                   | (83)  | 11%                    | (121) | 67%                | (761)  | 10%                     | (111) | 1138    |
| Age: 18-34               | 6%               | (41)  | 10%                  | (66)  | 17%                    | (109) | 57%                | (374)  | 10%                     | (65)  | 655     |
| Age: 35-44               | 12%              | (41)  | 9%                   | (33)  | 14%                    | (51)  | 53%                | (191)  | 12%                     | (43)  | 358     |
| Age: 45-64               | 7%               | (54)  | 12%                  | (93)  | 12%                    | (88)  | 61%                | (455)  | 8%                      | (61)  | 751     |
| Age: 65+                 | 4%               | (18)  | 5%                   | (21)  | 10%                    | (43)  | 74%                | (322)  | 7%                      | (33)  | 436     |
| GenZers: 1997-2012       | 8%               | (26)  | 8%                   | (26)  | 17%                    | (58)  | 56%                | (191)  | 12%                     | (40)  | 340     |
| Millennials: 1981-1996   | 8%               | (39)  | 12%                  | (57)  | 16%                    | (76)  | 55%                | (271)  | 10%                     | (48)  | 492     |
| GenXers: 1965-1980       | 9%               | (48)  | 11%                  | (60)  | 12%                    | (65)  | 58%                | (313)  | 10%                     | (54)  | 539     |
| Baby Boomers: 1946-1964  | 5%               | (37)  | 9%                   | (66)  | 11%                    | (84)  | 68%                | (509)  | 7%                      | (55)  | 752     |
| PID: Dem (no lean)       | 4%               | (33)  | 6%                   | (47)  | 12%                    | (101) | 71%                | (586)  | 7%                      | (56)  | 823     |
| PID: Ind (no lean)       | 7%               | (50)  | 9%                   | (67)  | 14%                    | (102) | 58%                | (419)  | 11%                     | (82)  | 720     |
| PID: Rep (no lean)       | 11%              | (71)  | 15%                  | (98)  | 13%                    | (88)  | 51%                | (336)  | 10%                     | (64)  | 657     |
| PID/Gender: Dem Men      | 6%               | (23)  | 7%                   | (26)  | 15%                    | (55)  | 65%                | (233)  | 6%                      | (23)  | 360     |
| PID/Gender: Dem Women    | 2%               | (10)  | 4%                   | (21)  | 10%                    | (46)  | 76%                | (353)  | 7%                      | (32)  | 462     |
| PID/Gender: Ind Men      | 8%               | (28)  | 9%                   | (34)  | 17%                    | (60)  | 55%                | (198)  | 11%                     | (41)  | 362     |
| PID/Gender: Ind Women    | 6%               | (21)  | 9%                   | (33)  | 12%                    | (42)  | 62%                | (221)  | 11%                     | (41)  | 358     |
| PID/Gender: Rep Men      | 12%              | (40)  | 20%                  | (69)  | 16%                    | (55)  | 44%                | (149)  | 8%                      | (26)  | 339     |
| PID/Gender: Rep Women    | 10%              | (31)  | 9%                   | (29)  | 10%                    | (33)  | 59%                | (187)  | 12%                     | (38)  | 318     |
| Ideo: Liberal (1-3)      | 3%               | (17)  | 5%                   | (35)  | 12%                    | (75)  | 74%                | (479)  | 6%                      | (39)  | 644     |
| Ideo: Moderate (4)       | 8%               | (48)  | 8%                   | (45)  | 14%                    | (82)  | 62%                | (356)  | 7%                      | (41)  | 572     |
| Ideo: Conservative (5-7) | 10%              | (72)  | 17%                  | (120) | 15%                    | (110) | 51%                | (368)  | 7%                      | (54)  | 724     |
| Educ: < College          | 8%               | (114) | 9%                   | (141) | 12%                    | (185) | 59%                | (898)  | 11%                     | (174) | 1512    |
| Educ: Bachelors degree   | 6%               | (27)  | 10%                  | (44)  | 15%                    | (67)  | 65%                | (289)  | 4%                      | (18)  | 444     |
| Educ: Post-grad          | 6%               | (14)  | 11%                  | (27)  | 16%                    | (39)  | 63%                | (154)  | 4%                      | (10)  | 244     |
| Income: Under 50k        | 8%               | (98)  | 9%                   | (105) | 12%                    | (137) | 58%                | (689)  | 13%                     | (160) | 1189    |
| Income: 50k-100k         | 6%               | (38)  | 9%                   | (63)  | 16%                    | (106) | 64%                | (426)  | 4%                      | (29)  | 662     |
| Income: 100k+            | 5%               | (19)  | 13%                  | (45)  | 14%                    | (48)  | 65%                | (226)  | 4%                      | (12)  | 349     |
| Ethnicity: White         | 8%               | (131) | 11%                  | (184) | 13%                    | (226) | 60%                | (1035) | 8%                      | (146) | 1722    |
| Ethnicity: Hispanic      | 6%               | (22)  | 11%                  | (37)  | 17%                    | (60)  | 56%                | (197)  | 10%                     | (34)  | 349     |

Continued on next page

**Table CMS1\_17: How comfortable would you be doing the following activities right now?**  
*Going to a sporting event*

| Demographic                       | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|-----------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                            | 7%               | (154) | 10%                  | (212) | 13%                    | (291) | 61%                | (1341) | 9%                      | (201) | 2200    |
| Ethnicity: Afr. Am.               | 4%               | (11)  | 6%                   | (17)  | 13%                    | (34)  | 64%                | (175)  | 14%                     | (37)  | 274     |
| Ethnicity: Other                  | 6%               | (12)  | 6%                   | (12)  | 15%                    | (31)  | 65%                | (132)  | 9%                      | (18)  | 204     |
| All Christian                     | 6%               | (61)  | 11%                  | (108) | 14%                    | (142) | 62%                | (637)  | 8%                      | (80)  | 1029    |
| All Non-Christian                 | 4%               | (5)   | 12%                  | (15)  | 11%                    | (14)  | 67%                | (81)   | 6%                      | (7)   | 122     |
| Atheist                           | 3%               | (4)   | 6%                   | (8)   | 8%                     | (10)  | 72%                | (96)   | 11%                     | (15)  | 133     |
| Agnostic/Nothing in particular    | 6%               | (30)  | 9%                   | (46)  | 13%                    | (70)  | 61%                | (323)  | 11%                     | (57)  | 526     |
| Something Else                    | 14%              | (54)  | 9%                   | (36)  | 14%                    | (55)  | 52%                | (204)  | 11%                     | (43)  | 391     |
| Religious Non-Protestant/Catholic | 3%               | (5)   | 12%                  | (18)  | 12%                    | (19)  | 65%                | (102)  | 7%                      | (11)  | 156     |
| Evangelical                       | 11%              | (61)  | 13%                  | (71)  | 14%                    | (78)  | 53%                | (296)  | 10%                     | (55)  | 560     |
| Non-Evangelical                   | 6%               | (52)  | 8%                   | (68)  | 14%                    | (113) | 64%                | (519)  | 7%                      | (57)  | 809     |
| Community: Urban                  | 7%               | (39)  | 10%                  | (61)  | 13%                    | (77)  | 62%                | (367)  | 8%                      | (50)  | 594     |
| Community: Suburban               | 6%               | (60)  | 9%                   | (94)  | 15%                    | (155) | 63%                | (656)  | 8%                      | (80)  | 1045    |
| Community: Rural                  | 10%              | (56)  | 10%                  | (57)  | 10%                    | (58)  | 57%                | (318)  | 13%                     | (71)  | 560     |
| Employ: Private Sector            | 7%               | (42)  | 15%                  | (91)  | 16%                    | (99)  | 57%                | (349)  | 5%                      | (32)  | 613     |
| Employ: Government                | 9%               | (14)  | 7%                   | (11)  | 18%                    | (27)  | 59%                | (91)   | 7%                      | (11)  | 154     |
| Employ: Self-Employed             | 14%              | (25)  | 11%                  | (19)  | 8%                     | (14)  | 54%                | (95)   | 13%                     | (23)  | 177     |
| Employ: Homemaker                 | 8%               | (11)  | 6%                   | (8)   | 12%                    | (16)  | 59%                | (79)   | 15%                     | (20)  | 135     |
| Employ: Retired                   | 4%               | (21)  | 6%                   | (29)  | 11%                    | (53)  | 71%                | (352)  | 8%                      | (38)  | 492     |
| Employ: Unemployed                | 3%               | (9)   | 10%                  | (33)  | 10%                    | (33)  | 64%                | (206)  | 13%                     | (43)  | 323     |
| Employ: Other                     | 15%              | (22)  | 8%                   | (11)  | 16%                    | (23)  | 48%                | (67)   | 12%                     | (17)  | 140     |
| Military HH: Yes                  | 7%               | (23)  | 9%                   | (30)  | 15%                    | (50)  | 60%                | (205)  | 10%                     | (35)  | 343     |
| Military HH: No                   | 7%               | (132) | 10%                  | (183) | 13%                    | (241) | 61%                | (1136) | 9%                      | (166) | 1857    |
| RD/WT: Right Direction            | 12%              | (68)  | 18%                  | (105) | 14%                    | (83)  | 44%                | (258)  | 12%                     | (69)  | 583     |
| RD/WT: Wrong Track                | 5%               | (87)  | 7%                   | (107) | 13%                    | (208) | 67%                | (1083) | 8%                      | (132) | 1617    |
| Trump Job Approve                 | 12%              | (98)  | 16%                  | (138) | 15%                    | (125) | 47%                | (397)  | 10%                     | (87)  | 845     |
| Trump Job Disapprove              | 4%               | (53)  | 5%                   | (62)  | 13%                    | (161) | 72%                | (911)  | 6%                      | (81)  | 1268    |
| Trump Job Strongly Approve        | 17%              | (78)  | 17%                  | (79)  | 11%                    | (53)  | 45%                | (207)  | 10%                     | (47)  | 464     |
| Trump Job Somewhat Approve        | 5%               | (20)  | 16%                  | (59)  | 19%                    | (72)  | 50%                | (190)  | 10%                     | (40)  | 381     |
| Trump Job Somewhat Disapprove     | 6%               | (13)  | 8%                   | (18)  | 19%                    | (43)  | 64%                | (147)  | 4%                      | (9)   | 230     |
| Trump Job Strongly Disapprove     | 4%               | (40)  | 4%                   | (44)  | 11%                    | (118) | 74%                | (764)  | 7%                      | (72)  | 1037    |

Continued on next page

**Table CMS1\_17: How comfortable would you be doing the following activities right now?**  
*Going to a sporting event*

| Demographic                          | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|--------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                               | 7%               | (154) | 10%                  | (212) | 13%                    | (291) | 61%                | (1341) | 9%                      | (201) | 2200    |
| Favorable of Trump                   | 12%              | (98)  | 17%                  | (135) | 15%                    | (123) | 47%                | (385)  | 9%                      | (74)  | 814     |
| Unfavorable of Trump                 | 4%               | (53)  | 6%                   | (71)  | 13%                    | (160) | 72%                | (926)  | 5%                      | (68)  | 1278    |
| Very Favorable of Trump              | 17%              | (78)  | 17%                  | (79)  | 13%                    | (61)  | 44%                | (204)  | 9%                      | (44)  | 465     |
| Somewhat Favorable of Trump          | 6%               | (20)  | 16%                  | (56)  | 18%                    | (62)  | 52%                | (181)  | 9%                      | (30)  | 349     |
| Somewhat Unfavorable of Trump        | 5%               | (10)  | 10%                  | (20)  | 21%                    | (43)  | 60%                | (123)  | 4%                      | (9)   | 205     |
| Very Unfavorable of Trump            | 4%               | (43)  | 5%                   | (51)  | 11%                    | (117) | 75%                | (803)  | 5%                      | (59)  | 1072    |
| #1 Issue: Economy                    | 8%               | (56)  | 12%                  | (85)  | 15%                    | (106) | 58%                | (416)  | 8%                      | (59)  | 722     |
| #1 Issue: Security                   | 12%              | (32)  | 16%                  | (43)  | 11%                    | (30)  | 52%                | (136)  | 9%                      | (22)  | 263     |
| #1 Issue: Health Care                | 5%               | (22)  | 5%                   | (21)  | 14%                    | (60)  | 69%                | (296)  | 6%                      | (28)  | 427     |
| #1 Issue: Medicare / Social Security | 5%               | (14)  | 8%                   | (23)  | 7%                     | (19)  | 71%                | (200)  | 9%                      | (26)  | 282     |
| #1 Issue: Women's Issues             | 4%               | (4)   | 7%                   | (8)   | 18%                    | (19)  | 63%                | (70)   | 8%                      | (9)   | 111     |
| #1 Issue: Education                  | 3%               | (4)   | 9%                   | (12)  | 18%                    | (24)  | 46%                | (61)   | 24%                     | (32)  | 132     |
| #1 Issue: Energy                     | 7%               | (6)   | 12%                  | (10)  | 15%                    | (13)  | 53%                | (47)   | 13%                     | (11)  | 88      |
| #1 Issue: Other                      | 10%              | (17)  | 5%                   | (9)   | 11%                    | (19)  | 66%                | (117)  | 8%                      | (13)  | 175     |
| 2018 House Vote: Democrat            | 3%               | (21)  | 6%                   | (46)  | 10%                    | (76)  | 75%                | (570)  | 6%                      | (47)  | 760     |
| 2018 House Vote: Republican          | 12%              | (76)  | 17%                  | (105) | 14%                    | (85)  | 48%                | (298)  | 8%                      | (52)  | 616     |
| 2018 House Vote: Someone else        | 5%               | (4)   | 4%                   | (3)   | 15%                    | (11)  | 62%                | (43)   | 14%                     | (10)  | 70      |
| 2016 Vote: Hillary Clinton           | 2%               | (15)  | 6%                   | (42)  | 10%                    | (71)  | 75%                | (516)  | 7%                      | (45)  | 689     |
| 2016 Vote: Donald Trump              | 12%              | (77)  | 16%                  | (102) | 14%                    | (93)  | 50%                | (332)  | 8%                      | (54)  | 658     |
| 2016 Vote: Other                     | 4%               | (6)   | 6%                   | (9)   | 16%                    | (25)  | 67%                | (105)  | 8%                      | (12)  | 157     |
| 2016 Vote: Didn't Vote               | 8%               | (56)  | 9%                   | (60)  | 15%                    | (101) | 56%                | (389)  | 13%                     | (90)  | 696     |
| Voted in 2014: Yes                   | 7%               | (84)  | 9%                   | (119) | 13%                    | (161) | 64%                | (799)  | 7%                      | (92)  | 1255    |
| Voted in 2014: No                    | 7%               | (70)  | 10%                  | (93)  | 14%                    | (130) | 57%                | (542)  | 12%                     | (109) | 945     |
| 2012 Vote: Barack Obama              | 3%               | (26)  | 7%                   | (55)  | 12%                    | (91)  | 72%                | (563)  | 6%                      | (50)  | 785     |
| 2012 Vote: Mitt Romney               | 11%              | (54)  | 14%                  | (69)  | 14%                    | (69)  | 55%                | (274)  | 6%                      | (30)  | 496     |
| 2012 Vote: Other                     | 8%               | (7)   | 8%                   | (7)   | 14%                    | (11)  | 54%                | (45)   | 15%                     | (13)  | 83      |
| 2012 Vote: Didn't Vote               | 8%               | (68)  | 10%                  | (81)  | 14%                    | (119) | 55%                | (455)  | 13%                     | (108) | 831     |

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**Table CMS1\_17: How comfortable would you be doing the following activities right now?***Going to a sporting event*

| Demographic                           | Very comfortable |       | Somewhat comfortable |       | Somewhat uncomfortable |       | Very uncomfortable |        | Don't Know / No Opinion |       | Total N |
|---------------------------------------|------------------|-------|----------------------|-------|------------------------|-------|--------------------|--------|-------------------------|-------|---------|
| Adults                                | 7%               | (154) | 10%                  | (212) | 13%                    | (291) | 61%                | (1341) | 9%                      | (201) | 2200    |
| 4-Region: Northeast                   | 5%               | (21)  | 10%                  | (41)  | 14%                    | (56)  | 62%                | (242)  | 9%                      | (34)  | 394     |
| 4-Region: Midwest                     | 7%               | (34)  | 9%                   | (41)  | 10%                    | (47)  | 61%                | (280)  | 13%                     | (60)  | 462     |
| 4-Region: South                       | 9%               | (71)  | 9%                   | (72)  | 14%                    | (112) | 59%                | (489)  | 10%                     | (80)  | 824     |
| 4-Region: West                        | 5%               | (28)  | 11%                  | (58)  | 15%                    | (76)  | 64%                | (330)  | 5%                      | (28)  | 520     |
| Frequent Flyer                        | 7%               | (20)  | 12%                  | (32)  | 15%                    | (40)  | 59%                | (161)  | 7%                      | (20)  | 273     |
| International Travel                  | 6%               | (26)  | 12%                  | (51)  | 16%                    | (67)  | 60%                | (252)  | 6%                      | (26)  | 420     |
| Sports fans                           | 8%               | (111) | 12%                  | (177) | 17%                    | (246) | 57%                | (835)  | 6%                      | (88)  | 1457    |
| Heard a lot/some about new H1N1       | 7%               | (73)  | 9%                   | (93)  | 13%                    | (130) | 64%                | (643)  | 6%                      | (58)  | 997     |
| Heard not much/nothing about new H1N1 | 7%               | (81)  | 10%                  | (120) | 13%                    | (161) | 58%                | (698)  | 12%                     | (143) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_1: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going out to eat at a restaurant or cafe

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 22% (477)             | 10% (222)         | 10% (219)              | 10% (222)                | 10% (213)              | 24% (534)                     | 14% (314)               | 2200    |
| Gender: Male             | 23% (246)             | 10% (108)         | 11% (121)              | 11% (113)                | 9% (93)                | 22% (237)                     | 14% (144)               | 1062    |
| Gender: Female           | 20% (231)             | 10% (115)         | 9% (98)                | 10% (109)                | 11% (120)              | 26% (297)                     | 15% (169)               | 1138    |
| Age: 18-34               | 18% (119)             | 12% (81)          | 13% (82)               | 13% (85)                 | 9% (57)                | 18% (121)                     | 17% (110)               | 655     |
| Age: 35-44               | 22% (78)              | 10% (36)          | 9% (33)                | 9% (32)                  | 10% (34)               | 28% (99)                      | 12% (44)                | 358     |
| Age: 45-64               | 24% (182)             | 8% (61)           | 8% (62)                | 9% (67)                  | 8% (64)                | 27% (206)                     | 15% (110)               | 751     |
| Age: 65+                 | 23% (99)              | 10% (44)          | 9% (41)                | 9% (37)                  | 13% (58)               | 25% (108)                     | 11% (49)                | 436     |
| GenZers: 1997-2012       | 17% (57)              | 10% (32)          | 14% (47)               | 15% (50)                 | 8% (26)                | 16% (55)                      | 21% (71)                | 340     |
| Millennials: 1981-1996   | 21% (103)             | 13% (66)          | 9% (46)                | 12% (58)                 | 10% (49)               | 22% (109)                     | 12% (60)                | 492     |
| GenXers: 1965-1980       | 22% (117)             | 9% (50)           | 10% (53)               | 7% (37)                  | 9% (49)                | 26% (140)                     | 18% (94)                | 539     |
| Baby Boomers: 1946-1964  | 24% (184)             | 9% (64)           | 8% (61)                | 10% (73)                 | 10% (76)               | 28% (211)                     | 11% (83)                | 752     |
| PID: Dem (no lean)       | 12% (97)              | 9% (74)           | 11% (92)               | 10% (85)                 | 10% (86)               | 32% (267)                     | 15% (122)               | 823     |
| PID: Ind (no lean)       | 21% (153)             | 9% (66)           | 9% (65)                | 11% (83)                 | 10% (74)               | 22% (158)                     | 17% (122)               | 720     |
| PID: Rep (no lean)       | 35% (227)             | 13% (82)          | 9% (61)                | 8% (54)                  | 8% (53)                | 17% (110)                     | 11% (70)                | 657     |
| PID/Gender: Dem Men      | 15% (53)              | 8% (30)           | 13% (47)               | 9% (34)                  | 9% (33)                | 32% (116)                     | 13% (47)                | 360     |
| PID/Gender: Dem Women    | 10% (44)              | 9% (43)           | 10% (46)               | 11% (51)                 | 11% (53)               | 33% (150)                     | 16% (75)                | 462     |
| PID/Gender: Ind Men      | 22% (81)              | 8% (29)           | 9% (31)                | 13% (46)                 | 10% (37)               | 20% (72)                      | 18% (66)                | 362     |
| PID/Gender: Ind Women    | 20% (72)              | 10% (37)          | 9% (34)                | 10% (36)                 | 10% (37)               | 24% (86)                      | 16% (56)                | 358     |
| PID/Gender: Rep Men      | 33% (113)             | 14% (49)          | 13% (43)               | 10% (32)                 | 7% (23)                | 14% (48)                      | 9% (32)                 | 339     |
| PID/Gender: Rep Women    | 36% (115)             | 11% (34)          | 6% (18)                | 7% (22)                  | 9% (30)                | 19% (61)                      | 12% (38)                | 318     |
| Ideo: Liberal (1-3)      | 12% (80)              | 9% (59)           | 10% (67)               | 13% (81)                 | 13% (83)               | 31% (197)                     | 12% (78)                | 644     |
| Ideo: Moderate (4)       | 18% (104)             | 10% (58)          | 9% (50)                | 9% (51)                  | 9% (52)                | 31% (178)                     | 14% (78)                | 572     |
| Ideo: Conservative (5-7) | 35% (251)             | 12% (89)          | 10% (72)               | 9% (67)                  | 10% (70)               | 15% (110)                     | 9% (65)                 | 724     |
| Educ: < College          | 21% (314)             | 9% (142)          | 10% (153)              | 10% (146)                | 8% (124)               | 25% (372)                     | 17% (261)               | 1512    |
| Educ: Bachelors degree   | 25% (111)             | 12% (51)          | 9% (40)                | 11% (49)                 | 11% (47)               | 24% (107)                     | 8% (38)                 | 444     |
| Educ: Post-grad          | 21% (52)              | 12% (29)          | 11% (26)               | 11% (26)                 | 17% (42)               | 22% (54)                      | 6% (14)                 | 244     |
| Income: Under 50k        | 20% (241)             | 9% (104)          | 11% (134)              | 7% (87)                  | 8% (93)                | 25% (302)                     | 19% (228)               | 1189    |
| Income: 50k-100k         | 22% (147)             | 13% (84)          | 8% (50)                | 14% (95)                 | 11% (76)               | 23% (152)                     | 9% (57)                 | 662     |
| Income: 100k+            | 26% (89)              | 10% (34)          | 10% (35)               | 11% (39)                 | 13% (45)               | 23% (79)                      | 8% (28)                 | 349     |
| Ethnicity: White         | 25% (432)             | 10% (174)         | 9% (158)               | 10% (170)                | 10% (177)              | 23% (401)                     | 12% (211)               | 1722    |

Continued on next page

**Table CMS2\_1:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going out to eat at a restaurant or cafe

| Demographic                       | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|-----------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                            | 22% (477)             | 10% (222)         | 10% (219)              | 10% (222)                | 10% (213)              | 24% (534)                     | 14% (314)               | 2200    |
| Ethnicity: Hispanic               | 13% (47)              | 10% (35)          | 11% (40)               | 14% (50)                 | 9% (31)                | 25% (89)                      | 17% (58)                | 349     |
| Ethnicity: Afr. Am.               | 7% (18)               | 10% (28)          | 13% (37)               | 10% (28)                 | 7% (19)                | 29% (80)                      | 23% (64)                | 274     |
| Ethnicity: Other                  | 13% (27)              | 10% (20)          | 12% (24)               | 12% (24)                 | 8% (17)                | 26% (53)                      | 19% (38)                | 204     |
| All Christian                     | 23% (235)             | 12% (125)         | 10% (100)              | 9% (97)                  | 10% (107)              | 24% (245)                     | 12% (120)               | 1029    |
| All Non-Christian                 | 12% (15)              | 10% (13)          | 11% (13)               | 10% (12)                 | 14% (17)               | 31% (38)                      | 11% (14)                | 122     |
| Atheist                           | 21% (28)              | 2% (2)            | 10% (13)               | 10% (13)                 | 17% (23)               | 29% (38)                      | 12% (16)                | 133     |
| Agnostic/Nothing in particular    | 18% (94)              | 10% (54)          | 9% (47)                | 11% (57)                 | 8% (42)                | 23% (123)                     | 21% (109)               | 526     |
| Something Else                    | 27% (106)             | 7% (28)           | 12% (46)               | 11% (41)                 | 6% (25)                | 23% (89)                      | 14% (55)                | 391     |
| Religious Non-Protestant/Catholic | 14% (23)              | 9% (15)           | 11% (17)               | 12% (19)                 | 14% (22)               | 27% (43)                      | 12% (18)                | 156     |
| Evangelical                       | 28% (159)             | 13% (71)          | 8% (45)                | 8% (45)                  | 7% (37)                | 23% (129)                     | 13% (75)                | 560     |
| Non-Evangelical                   | 21% (172)             | 10% (80)          | 12% (95)               | 11% (86)                 | 11% (90)               | 24% (198)                     | 11% (89)                | 809     |
| Community: Urban                  | 15% (89)              | 11% (63)          | 11% (66)               | 12% (74)                 | 9% (53)                | 26% (157)                     | 16% (92)                | 594     |
| Community: Suburban               | 24% (246)             | 10% (108)         | 9% (98)                | 10% (105)                | 11% (112)              | 24% (251)                     | 12% (126)               | 1045    |
| Community: Rural                  | 25% (143)             | 9% (51)           | 10% (55)               | 7% (42)                  | 9% (48)                | 23% (126)                     | 17% (96)                | 560     |
| Employ: Private Sector            | 26% (158)             | 12% (72)          | 9% (56)                | 13% (77)                 | 11% (65)               | 22% (137)                     | 8% (49)                 | 613     |
| Employ: Government                | 23% (36)              | 13% (20)          | 5% (8)                 | 15% (23)                 | 9% (14)                | 20% (31)                      | 15% (23)                | 154     |
| Employ: Self-Employed             | 21% (37)              | 10% (17)          | 12% (22)               | 6% (10)                  | 11% (19)               | 30% (54)                      | 10% (18)                | 177     |
| Employ: Homemaker                 | 20% (27)              | 9% (12)           | 7% (10)                | 7% (10)                  | 11% (15)               | 28% (38)                      | 18% (24)                | 135     |
| Employ: Retired                   | 23% (111)             | 8% (41)           | 9% (47)                | 8% (41)                  | 11% (54)               | 28% (139)                     | 12% (60)                | 492     |
| Employ: Unemployed                | 17% (55)              | 8% (26)           | 10% (33)               | 8% (24)                  | 5% (15)                | 27% (86)                      | 26% (84)                | 323     |
| Employ: Other                     | 21% (29)              | 13% (18)          | 15% (21)               | 6% (9)                   | 11% (16)               | 15% (21)                      | 18% (26)                | 140     |
| Military HH: Yes                  | 25% (85)              | 11% (36)          | 12% (41)               | 12% (41)                 | 10% (33)               | 20% (69)                      | 11% (38)                | 343     |
| Military HH: No                   | 21% (392)             | 10% (186)         | 10% (177)              | 10% (181)                | 10% (180)              | 25% (465)                     | 15% (276)               | 1857    |
| RD/WT: Right Direction            | 32% (184)             | 13% (77)          | 9% (55)                | 8% (44)                  | 7% (43)                | 18% (104)                     | 13% (76)                | 583     |
| RD/WT: Wrong Track                | 18% (293)             | 9% (145)          | 10% (163)              | 11% (178)                | 11% (170)              | 27% (430)                     | 15% (238)               | 1617    |
| Trump Job Approve                 | 36% (302)             | 11% (96)          | 9% (80)                | 8% (64)                  | 8% (69)                | 17% (145)                     | 11% (89)                | 845     |
| Trump Job Disapprove              | 13% (170)             | 9% (117)          | 11% (133)              | 12% (152)                | 11% (142)              | 29% (374)                     | 14% (179)               | 1268    |

Continued on next page

**Table CMS2\_1:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going out to eat at a restaurant or cafe

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 22% (477)             | 10% (222)         | 10% (219)              | 10% (222)                | 10% (213)              | 24% (534)                     | 14% (314)               | 2200    |
| Trump Job Strongly Approve           | 39% (180)             | 13% (62)          | 9% (43)                | 5% (25)                  | 5% (22)                | 17% (78)                      | 12% (53)                | 464     |
| Trump Job Somewhat Approve           | 32% (122)             | 9% (34)           | 10% (37)               | 10% (39)                 | 12% (46)               | 17% (66)                      | 9% (36)                 | 381     |
| Trump Job Somewhat Disapprove        | 20% (47)              | 9% (22)           | 12% (28)               | 16% (36)                 | 12% (28)               | 21% (49)                      | 9% (21)                 | 230     |
| Trump Job Strongly Disapprove        | 12% (123)             | 9% (96)           | 10% (105)              | 11% (116)                | 11% (114)              | 31% (325)                     | 15% (158)               | 1037    |
| Favorable of Trump                   | 37% (298)             | 12% (101)         | 10% (81)               | 8% (62)                  | 8% (63)                | 17% (140)                     | 8% (68)                 | 814     |
| Unfavorable of Trump                 | 14% (174)             | 9% (115)          | 11% (135)              | 12% (151)                | 11% (146)              | 30% (380)                     | 14% (176)               | 1278    |
| Very Favorable of Trump              | 39% (181)             | 14% (67)          | 9% (41)                | 6% (28)                  | 6% (27)                | 16% (73)                      | 10% (48)                | 465     |
| Somewhat Favorable of Trump          | 34% (118)             | 10% (35)          | 11% (40)               | 10% (34)                 | 10% (36)               | 19% (67)                      | 6% (20)                 | 349     |
| Somewhat Unfavorable of Trump        | 24% (50)              | 11% (23)          | 9% (19)                | 14% (29)                 | 13% (26)               | 19% (39)                      | 9% (19)                 | 205     |
| Very Unfavorable of Trump            | 12% (124)             | 9% (92)           | 11% (116)              | 11% (122)                | 11% (120)              | 32% (341)                     | 15% (157)               | 1072    |
| #1 Issue: Economy                    | 27% (192)             | 12% (86)          | 8% (59)                | 11% (81)                 | 9% (66)                | 21% (151)                     | 12% (89)                | 722     |
| #1 Issue: Security                   | 34% (91)              | 11% (28)          | 10% (27)               | 9% (24)                  | 10% (27)               | 14% (37)                      | 11% (29)                | 263     |
| #1 Issue: Health Care                | 11% (46)              | 10% (43)          | 13% (56)               | 11% (48)                 | 10% (44)               | 34% (143)                     | 11% (47)                | 427     |
| #1 Issue: Medicare / Social Security | 21% (58)              | 10% (28)          | 9% (25)                | 6% (17)                  | 9% (27)                | 30% (85)                      | 15% (43)                | 282     |
| #1 Issue: Women's Issues             | 18% (19)              | 15% (16)          | 8% (9)                 | 16% (17)                 | 10% (11)               | 20% (22)                      | 14% (16)                | 111     |
| #1 Issue: Education                  | 20% (26)              | 6% (8)            | 13% (17)               | 9% (12)                  | 9% (12)                | 11% (15)                      | 32% (42)                | 132     |
| #1 Issue: Energy                     | 18% (16)              | 5% (4)            | 17% (15)               | 8% (7)                   | 11% (10)               | 28% (24)                      | 13% (11)                | 88      |
| #1 Issue: Other                      | 16% (28)              | 5% (9)            | 6% (11)                | 9% (16)                  | 10% (17)               | 32% (56)                      | 21% (37)                | 175     |
| 2018 House Vote: Democrat            | 12% (91)              | 10% (73)          | 9% (65)                | 10% (74)                 | 11% (87)               | 34% (260)                     | 14% (110)               | 760     |
| 2018 House Vote: Republican          | 37% (229)             | 13% (77)          | 11% (68)               | 8% (50)                  | 9% (54)                | 15% (94)                      | 7% (44)                 | 616     |
| 2018 House Vote: Someone else        | 18% (12)              | 9% (6)            | 7% (5)                 | 13% (9)                  | 8% (5)                 | 26% (18)                      | 20% (14)                | 70      |
| 2016 Vote: Hillary Clinton           | 12% (81)              | 8% (57)           | 10% (68)               | 10% (72)                 | 11% (79)               | 34% (232)                     | 15% (100)               | 689     |
| 2016 Vote: Donald Trump              | 36% (234)             | 13% (83)          | 10% (68)               | 7% (46)                  | 9% (59)                | 18% (117)                     | 7% (49)                 | 658     |
| 2016 Vote: Other                     | 23% (37)              | 10% (15)          | 3% (5)                 | 9% (15)                  | 11% (17)               | 27% (43)                      | 16% (26)                | 157     |
| 2016 Vote: Didn't Vote               | 18% (125)             | 10% (67)          | 11% (77)               | 13% (88)                 | 8% (58)                | 20% (141)                     | 20% (139)               | 696     |
| Voted in 2014: Yes                   | 24% (306)             | 11% (133)         | 9% (114)               | 8% (105)                 | 11% (138)              | 26% (328)                     | 10% (132)               | 1255    |
| Voted in 2014: No                    | 18% (171)             | 9% (90)           | 11% (105)              | 12% (117)                | 8% (75)                | 22% (206)                     | 19% (182)               | 945     |

Continued on next page



**Table CMS2\_1:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going out to eat at a restaurant or cafe

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 22% (477)             | 10% (222)         | 10% (219)              | 10% (222)                | 10% (213)              | 24% (534)                     | 14% (314)               | 2200    |
| 2012 Vote: Barack Obama               | 14% (107)             | 9% (73)           | 9% (68)                | 10% (76)                 | 12% (94)               | 33% (260)                     | 14% (107)               | 785     |
| 2012 Vote: Mitt Romney                | 36% (179)             | 13% (64)          | 8% (41)                | 8% (41)                  | 9% (46)                | 19% (93)                      | 6% (32)                 | 496     |
| 2012 Vote: Other                      | 39% (33)              | 5% (4)            | 9% (8)                 | 6% (5)                   | 8% (6)                 | 21% (18)                      | 11% (9)                 | 83      |
| 2012 Vote: Didn't Vote                | 19% (158)             | 10% (81)          | 12% (102)              | 12% (99)                 | 8% (66)                | 19% (160)                     | 20% (165)               | 831     |
| 4-Region: Northeast                   | 20% (78)              | 8% (31)           | 13% (52)               | 7% (29)                  | 12% (45)               | 28% (108)                     | 13% (50)                | 394     |
| 4-Region: Midwest                     | 24% (113)             | 12% (53)          | 9% (41)                | 8% (39)                  | 9% (42)                | 24% (109)                     | 14% (65)                | 462     |
| 4-Region: South                       | 25% (207)             | 11% (88)          | 8% (62)                | 8% (65)                  | 10% (80)               | 22% (185)                     | 17% (138)               | 824     |
| 4-Region: West                        | 15% (79)              | 10% (49)          | 12% (63)               | 17% (89)                 | 9% (45)                | 25% (132)                     | 12% (61)                | 520     |
| Frequent Flyer                        | 20% (55)              | 15% (41)          | 13% (34)               | 15% (42)                 | 9% (25)                | 17% (47)                      | 11% (30)                | 273     |
| International Travel                  | 18% (76)              | 15% (62)          | 14% (60)               | 14% (57)                 | 10% (43)               | 21% (90)                      | 8% (33)                 | 420     |
| Sports fans                           | 22% (326)             | 12% (173)         | 11% (166)              | 11% (162)                | 10% (147)              | 22% (318)                     | 11% (164)               | 1457    |
| Heard a lot/some about new H1N1       | 18% (178)             | 11% (106)         | 11% (112)              | 11% (105)                | 10% (99)               | 28% (284)                     | 11% (112)               | 997     |
| Heard not much/nothing about new H1N1 | 25% (299)             | 10% (116)         | 9% (106)               | 10% (116)                | 9% (114)               | 21% (250)                     | 17% (202)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_2: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to the movies

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 8% (182)              | 6% (124)          | 9% (195)               | 9% (195)                 | 12% (266)              | 34% (737)                     | 23% (502)               | 2200    |
| Gender: Male             | 10% (110)             | 6% (68)           | 9% (100)               | 10% (109)                | 13% (133)              | 30% (319)                     | 21% (223)               | 1062    |
| Gender: Female           | 6% (72)               | 5% (56)           | 8% (94)                | 8% (86)                  | 12% (133)              | 37% (419)                     | 25% (279)               | 1138    |
| Age: 18-34               | 7% (49)               | 6% (42)           | 14% (90)               | 11% (72)                 | 13% (87)               | 26% (169)                     | 22% (145)               | 655     |
| Age: 35-44               | 14% (49)              | 5% (18)           | 8% (28)                | 10% (37)                 | 13% (45)               | 33% (118)                     | 17% (62)                | 358     |
| Age: 45-64               | 9% (66)               | 6% (47)           | 7% (50)                | 6% (45)                  | 12% (93)               | 36% (268)                     | 24% (183)               | 751     |
| Age: 65+                 | 4% (18)               | 4% (17)           | 6% (26)                | 9% (40)                  | 9% (40)                | 42% (182)                     | 26% (112)               | 436     |
| GenZers: 1997-2012       | 8% (27)               | 6% (21)           | 12% (42)               | 11% (38)                 | 16% (54)               | 21% (71)                      | 25% (87)                | 340     |
| Millennials: 1981-1996   | 10% (47)              | 7% (32)           | 13% (62)               | 9% (46)                  | 12% (59)               | 31% (154)                     | 19% (91)                | 492     |
| GenXers: 1965-1980       | 11% (60)              | 7% (37)           | 6% (34)                | 8% (43)                  | 12% (63)               | 34% (185)                     | 22% (118)               | 539     |
| Baby Boomers: 1946-1964  | 6% (41)               | 4% (33)           | 7% (54)                | 8% (62)                  | 11% (84)               | 39% (295)                     | 24% (183)               | 752     |
| PID: Dem (no lean)       | 4% (30)               | 4% (30)           | 8% (67)                | 10% (85)                 | 12% (97)               | 42% (343)                     | 21% (169)               | 823     |
| PID: Ind (no lean)       | 8% (61)               | 6% (41)           | 9% (67)                | 7% (48)                  | 15% (104)              | 30% (214)                     | 26% (184)               | 720     |
| PID: Rep (no lean)       | 14% (91)              | 8% (53)           | 9% (60)                | 9% (61)                  | 10% (64)               | 27% (180)                     | 23% (148)               | 657     |
| PID/Gender: Dem Men      | 5% (19)               | 4% (14)           | 8% (30)                | 13% (47)                 | 13% (45)               | 37% (134)                     | 19% (70)                | 360     |
| PID/Gender: Dem Women    | 2% (11)               | 3% (16)           | 8% (37)                | 8% (38)                  | 11% (52)               | 45% (209)                     | 21% (99)                | 462     |
| PID/Gender: Ind Men      | 10% (36)              | 6% (23)           | 8% (28)                | 7% (26)                  | 14% (52)               | 28% (102)                     | 26% (94)                | 362     |
| PID/Gender: Ind Women    | 7% (25)               | 5% (18)           | 11% (39)               | 6% (22)                  | 15% (53)               | 31% (112)                     | 25% (90)                | 358     |
| PID/Gender: Rep Men      | 16% (54)              | 9% (31)           | 12% (42)               | 10% (35)                 | 11% (36)               | 24% (82)                      | 17% (58)                | 339     |
| PID/Gender: Rep Women    | 12% (37)              | 7% (22)           | 6% (18)                | 8% (26)                  | 9% (28)                | 31% (98)                      | 28% (90)                | 318     |
| Ideo: Liberal (1-3)      | 4% (23)               | 5% (32)           | 9% (58)                | 9% (60)                  | 14% (92)               | 44% (280)                     | 15% (99)                | 644     |
| Ideo: Moderate (4)       | 8% (44)               | 3% (18)           | 7% (42)                | 10% (59)                 | 13% (75)               | 34% (194)                     | 24% (140)               | 572     |
| Ideo: Conservative (5-7) | 13% (94)              | 8% (59)           | 11% (78)               | 8% (61)                  | 10% (74)               | 29% (207)                     | 21% (150)               | 724     |
| Educ: < College          | 8% (128)              | 5% (82)           | 9% (135)               | 8% (128)                 | 11% (161)              | 31% (464)                     | 27% (415)               | 1512    |
| Educ: Bachelors degree   | 8% (37)               | 4% (19)           | 9% (41)                | 10% (45)                 | 16% (69)               | 38% (170)                     | 14% (62)                | 444     |
| Educ: Post-grad          | 7% (17)               | 10% (23)          | 8% (19)                | 9% (21)                  | 15% (35)               | 42% (104)                     | 10% (24)                | 244     |
| Income: Under 50k        | 8% (92)               | 5% (62)           | 9% (110)               | 7% (89)                  | 9% (111)               | 31% (371)                     | 30% (354)               | 1189    |
| Income: 50k-100k         | 9% (56)               | 6% (42)           | 9% (56)                | 11% (73)                 | 15% (100)              | 34% (228)                     | 16% (105)               | 662     |
| Income: 100k+            | 9% (33)               | 6% (20)           | 8% (28)                | 9% (32)                  | 16% (55)               | 40% (139)                     | 12% (42)                | 349     |
| Ethnicity: White         | 9% (155)              | 6% (102)          | 8% (138)               | 9% (147)                 | 12% (210)              | 34% (590)                     | 22% (378)               | 1722    |

Continued on next page

**Table CMS2\_2:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to the movies

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 8% (182)                 | 6% (124)             | 9% (195)                  | 9% (195)                       | 12% (266)                 | 34% (737)                           | 23% (502)                  | 2200    |
| Ethnicity: Hispanic               | 8% (27)                  | 5% (18)              | 14% (48)                  | 11% (38)                       | 10% (34)                  | 30% (106)                           | 23% (79)                   | 349     |
| Ethnicity: Afr. Am.               | 6% (16)                  | 4% (12)              | 11% (31)                  | 13% (35)                       | 10% (27)                  | 29% (80)                            | 27% (73)                   | 274     |
| Ethnicity: Other                  | 5% (11)                  | 5% (10)              | 12% (25)                  | 6% (12)                        | 14% (29)                  | 33% (67)                            | 25% (50)                   | 204     |
| All Christian                     | 7% (72)                  | 6% (58)              | 8% (82)                   | 10% (103)                      | 14% (141)                 | 35% (359)                           | 21% (214)                  | 1029    |
| All Non-Christian                 | 4% (5)                   | 5% (6)               | 9% (11)                   | 8% (10)                        | 12% (15)                  | 42% (51)                            | 20% (24)                   | 122     |
| Atheist                           | 8% (10)                  | 9% (12)              | 4% (6)                    | 8% (11)                        | 16% (21)                  | 39% (52)                            | 16% (21)                   | 133     |
| Agnostic/Nothing in particular    | 7% (39)                  | 6% (29)              | 10% (50)                  | 7% (37)                        | 9% (47)                   | 34% (180)                           | 27% (144)                  | 526     |
| Something Else                    | 14% (55)                 | 5% (19)              | 12% (46)                  | 9% (34)                        | 11% (43)                  | 25% (96)                            | 25% (99)                   | 391     |
| Religious Non-Protestant/Catholic | 5% (8)                   | 5% (8)               | 7% (11)                   | 12% (19)                       | 14% (23)                  | 37% (58)                            | 19% (30)                   | 156     |
| Evangelical                       | 12% (65)                 | 6% (34)              | 9% (53)                   | 9% (50)                        | 13% (70)                  | 28% (155)                           | 24% (132)                  | 560     |
| Non-Evangelical                   | 7% (57)                  | 5% (41)              | 9% (74)                   | 9% (77)                        | 13% (105)                 | 36% (288)                           | 21% (168)                  | 809     |
| Community: Urban                  | 5% (30)                  | 7% (39)              | 11% (67)                  | 11% (67)                       | 11% (66)                  | 33% (195)                           | 22% (130)                  | 594     |
| Community: Suburban               | 8% (84)                  | 6% (63)              | 9% (90)                   | 9% (89)                        | 14% (143)                 | 35% (368)                           | 20% (208)                  | 1045    |
| Community: Rural                  | 12% (68)                 | 4% (22)              | 7% (37)                   | 7% (38)                        | 10% (57)                  | 31% (174)                           | 29% (164)                  | 560     |
| Employ: Private Sector            | 10% (64)                 | 8% (48)              | 10% (64)                  | 10% (62)                       | 18% (107)                 | 31% (189)                           | 13% (78)                   | 613     |
| Employ: Government                | 12% (18)                 | 6% (9)               | 6% (9)                    | 10% (16)                       | 15% (23)                  | 30% (47)                            | 22% (33)                   | 154     |
| Employ: Self-Employed             | 10% (17)                 | 6% (10)              | 10% (18)                  | 10% (17)                       | 11% (19)                  | 39% (69)                            | 15% (27)                   | 177     |
| Employ: Homemaker                 | 8% (10)                  | 5% (7)               | 1% (2)                    | 10% (14)                       | 8% (10)                   | 37% (50)                            | 31% (42)                   | 135     |
| Employ: Retired                   | 5% (24)                  | 3% (17)              | 7% (32)                   | 8% (38)                        | 9% (42)                   | 41% (203)                           | 28% (136)                  | 492     |
| Employ: Unemployed                | 7% (22)                  | 4% (13)              | 10% (34)                  | 6% (19)                        | 7% (22)                   | 32% (105)                           | 34% (109)                  | 323     |
| Employ: Other                     | 14% (20)                 | 5% (8)               | 11% (15)                  | 5% (7)                         | 11% (15)                  | 27% (38)                            | 26% (37)                   | 140     |
| Military HH: Yes                  | 9% (32)                  | 4% (14)              | 8% (28)                   | 15% (50)                       | 13% (43)                  | 30% (103)                           | 21% (72)                   | 343     |
| Military HH: No                   | 8% (150)                 | 6% (110)             | 9% (167)                  | 8% (145)                       | 12% (223)                 | 34% (634)                           | 23% (430)                  | 1857    |
| RD/WT: Right Direction            | 15% (85)                 | 8% (47)              | 11% (64)                  | 10% (59)                       | 10% (60)                  | 22% (131)                           | 23% (136)                  | 583     |
| RD/WT: Wrong Track                | 6% (97)                  | 5% (77)              | 8% (130)                  | 8% (135)                       | 13% (206)                 | 37% (606)                           | 23% (366)                  | 1617    |
| Trump Job Approve                 | 15% (130)                | 8% (64)              | 9% (78)                   | 9% (75)                        | 10% (84)                  | 25% (215)                           | 23% (198)                  | 845     |
| Trump Job Disapprove              | 4% (48)                  | 4% (51)              | 9% (112)                  | 9% (116)                       | 14% (172)                 | 40% (511)                           | 20% (257)                  | 1268    |

Continued on next page

**Table CMS2\_2: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to the movies

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 8% (182)              | 6% (124)          | 9% (195)               | 9% (195)                 | 12% (266)              | 34% (737)                     | 23% (502)               | 2200    |
| Trump Job Strongly Approve           | 20% (92)              | 9% (40)           | 8% (39)                | 8% (38)                  | 6% (29)                | 24% (109)                     | 25% (117)               | 464     |
| Trump Job Somewhat Approve           | 10% (38)              | 6% (24)           | 10% (39)               | 10% (37)                 | 15% (56)               | 28% (106)                     | 21% (81)                | 381     |
| Trump Job Somewhat Disapprove        | 2% (6)                | 8% (17)           | 10% (23)               | 10% (22)                 | 17% (38)               | 37% (86)                      | 16% (38)                | 230     |
| Trump Job Strongly Disapprove        | 4% (42)               | 3% (34)           | 9% (89)                | 9% (94)                  | 13% (134)              | 41% (425)                     | 21% (219)               | 1037    |
| Favorable of Trump                   | 16% (128)             | 8% (67)           | 10% (83)               | 10% (78)                 | 10% (83)               | 24% (198)                     | 22% (178)               | 814     |
| Unfavorable of Trump                 | 4% (48)               | 4% (51)           | 9% (111)               | 9% (116)                 | 14% (178)              | 41% (524)                     | 20% (250)               | 1278    |
| Very Favorable of Trump              | 20% (93)              | 8% (35)           | 9% (43)                | 9% (40)                  | 8% (37)                | 22% (100)                     | 25% (116)               | 465     |
| Somewhat Favorable of Trump          | 10% (35)              | 9% (32)           | 11% (40)               | 11% (38)                 | 13% (46)               | 28% (97)                      | 18% (62)                | 349     |
| Somewhat Unfavorable of Trump        | 4% (8)                | 9% (19)           | 9% (19)                | 8% (17)                  | 13% (28)               | 43% (88)                      | 13% (27)                | 205     |
| Very Unfavorable of Trump            | 4% (40)               | 3% (32)           | 9% (92)                | 9% (99)                  | 14% (151)              | 41% (436)                     | 21% (223)               | 1072    |
| #1 Issue: Economy                    | 11% (81)              | 7% (49)           | 11% (80)               | 9% (62)                  | 14% (98)               | 30% (218)                     | 18% (133)               | 722     |
| #1 Issue: Security                   | 14% (37)              | 8% (21)           | 6% (16)                | 7% (20)                  | 9% (23)                | 30% (78)                      | 26% (69)                | 263     |
| #1 Issue: Health Care                | 2% (9)                | 5% (22)           | 8% (36)                | 10% (42)                 | 14% (62)               | 43% (182)                     | 17% (74)                | 427     |
| #1 Issue: Medicare / Social Security | 8% (22)               | 3% (7)            | 6% (17)                | 8% (24)                  | 8% (22)                | 38% (108)                     | 29% (83)                | 282     |
| #1 Issue: Women's Issues             | 4% (4)                | 8% (9)            | 9% (10)                | 14% (15)                 | 14% (16)               | 29% (32)                      | 22% (24)                | 111     |
| #1 Issue: Education                  | 6% (9)                | 5% (7)            | 17% (23)               | 9% (11)                  | 12% (16)               | 16% (21)                      | 35% (46)                | 132     |
| #1 Issue: Energy                     | 7% (7)                | 5% (5)            | 7% (6)                 | 18% (16)                 | 10% (9)                | 34% (30)                      | 17% (15)                | 88      |
| #1 Issue: Other                      | 8% (14)               | 2% (3)            | 4% (7)                 | 2% (4)                   | 11% (20)               | 39% (69)                      | 33% (58)                | 175     |
| 2018 House Vote: Democrat            | 3% (26)               | 4% (27)           | 8% (57)                | 8% (59)                  | 13% (101)              | 45% (340)                     | 20% (150)               | 760     |
| 2018 House Vote: Republican          | 14% (88)              | 9% (55)           | 9% (55)                | 11% (68)                 | 10% (59)               | 28% (171)                     | 20% (120)               | 616     |
| 2018 House Vote: Someone else        | 6% (4)                | 3% (2)            | 6% (4)                 | 5% (3)                   | 12% (9)                | 41% (29)                      | 27% (19)                | 70      |
| 2016 Vote: Hillary Clinton           | 4% (25)               | 4% (25)           | 8% (53)                | 8% (55)                  | 12% (82)               | 45% (312)                     | 20% (137)               | 689     |
| 2016 Vote: Donald Trump              | 14% (90)              | 8% (56)           | 10% (63)               | 10% (67)                 | 10% (69)               | 28% (184)                     | 20% (129)               | 658     |
| 2016 Vote: Other                     | 7% (11)               | 4% (7)            | 5% (7)                 | 7% (11)                  | 16% (26)               | 35% (55)                      | 26% (41)                | 157     |
| 2016 Vote: Didn't Vote               | 8% (56)               | 5% (37)           | 10% (71)               | 9% (62)                  | 13% (90)               | 27% (186)                     | 28% (195)               | 696     |
| Voted in 2014: Yes                   | 8% (101)              | 6% (79)           | 7% (94)                | 9% (114)                 | 12% (145)              | 38% (480)                     | 19% (242)               | 1255    |
| Voted in 2014: No                    | 9% (80)               | 5% (45)           | 11% (101)              | 9% (81)                  | 13% (120)              | 27% (258)                     | 27% (260)               | 945     |

Continued on next page

**Table CMS2\_2:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to the movies

| Demographic                           | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|---------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                                | 8% (182)                 | 6% (124)             | 9% (195)                  | 9% (195)                       | 12% (266)                 | 34% (737)                           | 23% (502)                  | 2200    |
| 2012 Vote: Barack Obama               | 5% (38)                  | 5% (38)              | 7% (52)                   | 9% (70)                        | 12% (96)                  | 43% (337)                           | 20% (154)                  | 785     |
| 2012 Vote: Mitt Romney                | 11% (55)                 | 9% (43)              | 9% (46)                   | 10% (48)                       | 11% (55)                  | 32% (160)                           | 18% (91)                   | 496     |
| 2012 Vote: Other                      | 16% (13)                 | 5% (4)               | 5% (4)                    | 6% (5)                         | 9% (8)                    | 30% (25)                            | 30% (25)                   | 83      |
| 2012 Vote: Didn't Vote                | 9% (76)                  | 5% (39)              | 11% (93)                  | 9% (72)                        | 13% (107)                 | 26% (213)                           | 28% (231)                  | 831     |
| 4-Region: Northeast                   | 8% (30)                  | 6% (24)              | 7% (29)                   | 8% (33)                        | 13% (50)                  | 37% (147)                           | 21% (83)                   | 394     |
| 4-Region: Midwest                     | 11% (53)                 | 5% (25)              | 7% (33)                   | 7% (32)                        | 12% (57)                  | 35% (163)                           | 21% (98)                   | 462     |
| 4-Region: South                       | 9% (76)                  | 6% (46)              | 10% (82)                  | 8% (63)                        | 11% (90)                  | 30% (250)                           | 26% (217)                  | 824     |
| 4-Region: West                        | 4% (23)                  | 6% (29)              | 10% (51)                  | 13% (67)                       | 13% (69)                  | 34% (177)                           | 20% (104)                  | 520     |
| Frequent Flyer                        | 9% (24)                  | 8% (22)              | 7% (20)                   | 12% (34)                       | 18% (49)                  | 30% (81)                            | 16% (43)                   | 273     |
| International Travel                  | 9% (36)                  | 8% (34)              | 11% (47)                  | 12% (52)                       | 16% (69)                  | 32% (133)                           | 12% (49)                   | 420     |
| Sports fans                           | 9% (128)                 | 6% (95)              | 10% (147)                 | 11% (159)                      | 13% (195)                 | 32% (465)                           | 18% (269)                  | 1457    |
| Heard a lot/some about new H1N1       | 7% (73)                  | 6% (56)              | 9% (91)                   | 9% (90)                        | 13% (127)                 | 37% (367)                           | 19% (193)                  | 997     |
| Heard not much/nothing about new H1N1 | 9% (109)                 | 6% (69)              | 9% (104)                  | 9% (104)                       | 12% (139)                 | 31% (371)                           | 26% (309)                  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_3: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**

Going to a concert

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 6% (136)              | 4% (80)           | 5% (107)               | 6% (132)                 | 12% (256)              | 41% (910)                     | 26% (580)               | 2200    |
| Gender: Male             | 8% (82)               | 5% (49)           | 5% (52)                | 8% (84)                  | 11% (120)              | 39% (412)                     | 25% (262)               | 1062    |
| Gender: Female           | 5% (54)               | 3% (30)           | 5% (55)                | 4% (48)                  | 12% (136)              | 44% (498)                     | 28% (318)               | 1138    |
| Age: 18-34               | 5% (30)               | 5% (30)           | 7% (46)                | 8% (52)                  | 13% (84)               | 38% (249)                     | 25% (166)               | 655     |
| Age: 35-44               | 11% (38)              | 5% (18)           | 5% (16)                | 4% (15)                  | 10% (37)               | 39% (141)                     | 26% (94)                | 358     |
| Age: 45-64               | 7% (56)               | 3% (25)           | 4% (32)                | 6% (48)                  | 11% (80)               | 42% (318)                     | 26% (193)               | 751     |
| Age: 65+                 | 3% (13)               | 2% (8)            | 3% (14)                | 4% (17)                  | 13% (55)               | 46% (202)                     | 29% (127)               | 436     |
| GenZers: 1997-2012       | 4% (12)               | 3% (11)           | 9% (30)                | 6% (22)                  | 12% (39)               | 36% (122)                     | 30% (104)               | 340     |
| Millennials: 1981-1996   | 8% (39)               | 5% (27)           | 5% (24)                | 8% (37)                  | 13% (64)               | 39% (191)                     | 22% (110)               | 492     |
| GenXers: 1965-1980       | 8% (45)               | 4% (20)           | 4% (21)                | 5% (25)                  | 11% (62)               | 41% (221)                     | 27% (145)               | 539     |
| Baby Boomers: 1946-1964  | 5% (35)               | 3% (21)           | 4% (33)                | 6% (46)                  | 11% (80)               | 46% (343)                     | 26% (193)               | 752     |
| PID: Dem (no lean)       | 2% (18)               | 3% (22)           | 4% (33)                | 6% (50)                  | 12% (100)              | 49% (401)                     | 24% (200)               | 823     |
| PID: Ind (no lean)       | 6% (45)               | 3% (19)           | 5% (37)                | 5% (39)                  | 11% (78)               | 40% (286)                     | 30% (216)               | 720     |
| PID: Rep (no lean)       | 11% (74)              | 6% (39)           | 6% (37)                | 7% (43)                  | 12% (78)               | 34% (223)                     | 25% (164)               | 657     |
| PID/Gender: Dem Men      | 3% (11)               | 3% (9)            | 4% (15)                | 9% (34)                  | 13% (48)               | 45% (161)                     | 23% (82)                | 360     |
| PID/Gender: Dem Women    | 1% (7)                | 3% (12)           | 4% (17)                | 3% (16)                  | 11% (52)               | 52% (240)                     | 25% (118)               | 462     |
| PID/Gender: Ind Men      | 8% (28)               | 3% (11)           | 4% (15)                | 6% (21)                  | 10% (35)               | 40% (144)                     | 30% (109)               | 362     |
| PID/Gender: Ind Women    | 5% (17)               | 2% (9)            | 6% (23)                | 5% (18)                  | 12% (43)               | 40% (142)                     | 30% (107)               | 358     |
| PID/Gender: Rep Men      | 13% (44)              | 9% (29)           | 7% (22)                | 9% (30)                  | 11% (37)               | 32% (107)                     | 21% (71)                | 339     |
| PID/Gender: Rep Women    | 10% (30)              | 3% (9)            | 5% (15)                | 4% (14)                  | 13% (41)               | 36% (116)                     | 29% (93)                | 318     |
| Ideo: Liberal (1-3)      | 3% (17)               | 4% (27)           | 3% (20)                | 5% (33)                  | 14% (87)               | 53% (342)                     | 19% (120)               | 644     |
| Ideo: Moderate (4)       | 6% (33)               | 1% (8)            | 6% (33)                | 6% (35)                  | 10% (59)               | 43% (247)                     | 28% (158)               | 572     |
| Ideo: Conservative (5-7) | 10% (73)              | 5% (40)           | 6% (43)                | 8% (59)                  | 13% (96)               | 34% (248)                     | 23% (166)               | 724     |
| Educ: < College          | 6% (87)               | 4% (57)           | 5% (76)                | 6% (86)                  | 10% (149)              | 39% (584)                     | 31% (473)               | 1512    |
| Educ: Bachelors degree   | 7% (33)               | 2% (10)           | 5% (21)                | 7% (30)                  | 14% (64)               | 49% (217)                     | 16% (69)                | 444     |
| Educ: Post-grad          | 7% (16)               | 5% (13)           | 4% (10)                | 7% (16)                  | 18% (43)               | 45% (109)                     | 15% (37)                | 244     |
| Income: Under 50k        | 6% (73)               | 3% (38)           | 6% (70)                | 5% (61)                  | 8% (96)                | 38% (455)                     | 33% (396)               | 1189    |
| Income: 50k-100k         | 6% (41)               | 5% (30)           | 3% (23)                | 7% (44)                  | 15% (100)              | 45% (298)                     | 19% (126)               | 662     |
| Income: 100k+            | 7% (23)               | 3% (12)           | 4% (14)                | 8% (27)                  | 17% (59)               | 45% (157)                     | 16% (57)                | 349     |
| Ethnicity: White         | 7% (119)              | 4% (71)           | 5% (81)                | 6% (105)                 | 12% (211)              | 42% (721)                     | 24% (415)               | 1722    |

Continued on next page

**Table CMS2\_3:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?*Going to a concert*

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 6% (136)                 | 4% (80)              | 5% (107)                  | 6% (132)                       | 12% (256)                 | 41% (910)                           | 26% (580)                  | 2200    |
| Ethnicity: Hispanic               | 6% (20)                  | 5% (16)              | 5% (17)                   | 5% (19)                        | 10% (34)                  | 41% (142)                           | 29% (101)                  | 349     |
| Ethnicity: Afr. Am.               | 4% (10)                  | 3% (7)               | 6% (17)                   | 5% (15)                        | 8% (22)                   | 38% (104)                           | 36% (100)                  | 274     |
| Ethnicity: Other                  | 4% (8)                   | 1% (2)               | 5% (9)                    | 6% (12)                        | 11% (23)                  | 42% (86)                            | 32% (65)                   | 204     |
| All Christian                     | 6% (60)                  | 4% (39)              | 5% (48)                   | 6% (61)                        | 13% (129)                 | 43% (444)                           | 24% (248)                  | 1029    |
| All Non-Christian                 | 3% (4)                   | 4% (5)               | 3% (4)                    | 8% (10)                        | 16% (20)                  | 46% (55)                            | 19% (23)                   | 122     |
| Atheist                           | 4% (6)                   | 6% (8)               | 4% (5)                    | 5% (6)                         | 15% (19)                  | 48% (65)                            | 18% (24)                   | 133     |
| Agnostic/Nothing in particular    | 4% (23)                  | 3% (16)              | 4% (23)                   | 6% (29)                        | 9% (49)                   | 40% (209)                           | 33% (175)                  | 526     |
| Something Else                    | 11% (43)                 | 3% (11)              | 7% (26)                   | 7% (26)                        | 10% (38)                  | 35% (138)                           | 28% (109)                  | 391     |
| Religious Non-Protestant/Catholic | 4% (7)                   | 5% (8)               | 3% (4)                    | 9% (14)                        | 16% (25)                  | 44% (69)                            | 19% (30)                   | 156     |
| Evangelical                       | 9% (49)                  | 4% (22)              | 6% (33)                   | 7% (37)                        | 12% (69)                  | 35% (195)                           | 28% (156)                  | 560     |
| Non-Evangelical                   | 6% (49)                  | 3% (25)              | 5% (42)                   | 5% (44)                        | 11% (92)                  | 46% (369)                           | 23% (188)                  | 809     |
| Community: Urban                  | 5% (31)                  | 4% (23)              | 6% (34)                   | 8% (45)                        | 12% (74)                  | 39% (233)                           | 26% (154)                  | 594     |
| Community: Suburban               | 6% (60)                  | 3% (34)              | 4% (41)                   | 6% (61)                        | 13% (137)                 | 45% (465)                           | 24% (247)                  | 1045    |
| Community: Rural                  | 8% (45)                  | 4% (23)              | 6% (32)                   | 5% (25)                        | 8% (45)                   | 38% (212)                           | 32% (178)                  | 560     |
| Employ: Private Sector            | 8% (48)                  | 6% (39)              | 6% (35)                   | 7% (45)                        | 15% (90)                  | 41% (250)                           | 17% (106)                  | 613     |
| Employ: Government                | 8% (12)                  | 5% (8)               | 4% (5)                    | 8% (13)                        | 14% (22)                  | 36% (55)                            | 25% (39)                   | 154     |
| Employ: Self-Employed             | 11% (20)                 | 3% (6)               | 8% (14)                   | 5% (9)                         | 11% (20)                  | 43% (76)                            | 18% (33)                   | 177     |
| Employ: Homemaker                 | 6% (8)                   | 1% (2)               | 1% (1)                    | 3% (4)                         | 11% (15)                  | 45% (60)                            | 32% (44)                   | 135     |
| Employ: Retired                   | 4% (18)                  | 1% (7)               | 4% (19)                   | 4% (22)                        | 10% (48)                  | 48% (237)                           | 29% (141)                  | 492     |
| Employ: Unemployed                | 4% (13)                  | 2% (7)               | 5% (15)                   | 7% (23)                        | 9% (29)                   | 37% (119)                           | 36% (117)                  | 323     |
| Employ: Other                     | 10% (14)                 | 3% (5)               | 5% (6)                    | 6% (8)                         | 6% (9)                    | 33% (46)                            | 37% (51)                   | 140     |
| Military HH: Yes                  | 7% (24)                  | 4% (13)              | 5% (17)                   | 4% (13)                        | 15% (52)                  | 44% (152)                           | 21% (71)                   | 343     |
| Military HH: No                   | 6% (112)                 | 4% (67)              | 5% (90)                   | 6% (118)                       | 11% (203)                 | 41% (758)                           | 27% (508)                  | 1857    |
| RD/WT: Right Direction            | 11% (65)                 | 7% (41)              | 7% (42)                   | 9% (55)                        | 11% (63)                  | 29% (170)                           | 25% (147)                  | 583     |
| RD/WT: Wrong Track                | 4% (71)                  | 2% (39)              | 4% (65)                   | 5% (77)                        | 12% (193)                 | 46% (740)                           | 27% (433)                  | 1617    |
| Trump Job Approve                 | 12% (102)                | 5% (46)              | 5% (46)                   | 7% (62)                        | 11% (94)                  | 31% (265)                           | 27% (230)                  | 845     |
| Trump Job Disapprove              | 3% (34)                  | 3% (32)              | 5% (59)                   | 5% (65)                        | 12% (156)                 | 50% (629)                           | 23% (293)                  | 1268    |

Continued on next page

**Table CMS2\_3: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**

Going to a concert

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 6% (136)              | 4% (80)           | 5% (107)               | 6% (132)                 | 12% (256)              | 41% (910)                     | 26% (580)               | 2200    |
| Trump Job Strongly Approve           | 16% (74)              | 7% (32)           | 6% (29)                | 7% (33)                  | 7% (33)                | 29% (134)                     | 28% (130)               | 464     |
| Trump Job Somewhat Approve           | 8% (29)               | 4% (14)           | 4% (16)                | 8% (30)                  | 16% (60)               | 34% (131)                     | 26% (101)               | 381     |
| Trump Job Somewhat Disapprove        | 3% (6)                | 3% (6)            | 7% (17)                | 7% (17)                  | 13% (29)               | 46% (106)                     | 21% (49)                | 230     |
| Trump Job Strongly Disapprove        | 3% (28)               | 3% (26)           | 4% (42)                | 5% (47)                  | 12% (127)              | 50% (524)                     | 23% (244)               | 1037    |
| Favorable of Trump                   | 13% (105)             | 7% (54)           | 6% (49)                | 7% (59)                  | 11% (88)               | 31% (249)                     | 26% (210)               | 814     |
| Unfavorable of Trump                 | 2% (30)               | 2% (23)           | 4% (57)                | 6% (71)                  | 13% (161)              | 50% (645)                     | 23% (290)               | 1278    |
| Very Favorable of Trump              | 16% (75)              | 9% (40)           | 6% (29)                | 7% (31)                  | 9% (42)                | 28% (129)                     | 26% (119)               | 465     |
| Somewhat Favorable of Trump          | 9% (30)               | 4% (14)           | 6% (20)                | 8% (29)                  | 13% (46)               | 34% (120)                     | 26% (91)                | 349     |
| Somewhat Unfavorable of Trump        | 2% (5)                | 2% (3)            | 5% (11)                | 9% (18)                  | 14% (29)               | 51% (104)                     | 17% (36)                | 205     |
| Very Unfavorable of Trump            | 2% (26)               | 2% (20)           | 4% (46)                | 5% (53)                  | 12% (133)              | 50% (540)                     | 24% (255)               | 1072    |
| #1 Issue: Economy                    | 9% (62)               | 3% (24)           | 6% (41)                | 9% (61)                  | 13% (91)               | 38% (274)                     | 23% (169)               | 722     |
| #1 Issue: Security                   | 11% (29)              | 6% (16)           | 6% (15)                | 5% (13)                  | 9% (24)                | 35% (92)                      | 28% (74)                | 263     |
| #1 Issue: Health Care                | 2% (7)                | 4% (17)           | 5% (21)                | 4% (18)                  | 11% (48)               | 55% (233)                     | 19% (82)                | 427     |
| #1 Issue: Medicare / Social Security | 3% (9)                | 3% (9)            | 3% (7)                 | 5% (15)                  | 10% (29)               | 42% (119)                     | 33% (94)                | 282     |
| #1 Issue: Women's Issues             | 3% (4)                | 2% (2)            | 9% (10)                | 8% (9)                   | 14% (16)               | 38% (42)                      | 25% (28)                | 111     |
| #1 Issue: Education                  | 4% (6)                | 3% (4)            | 4% (6)                 | 6% (8)                   | 13% (17)               | 28% (37)                      | 42% (56)                | 132     |
| #1 Issue: Energy                     | 9% (7)                | 3% (3)            | 5% (4)                 | 3% (2)                   | 14% (13)               | 44% (39)                      | 22% (19)                | 88      |
| #1 Issue: Other                      | 7% (13)               | 3% (5)            | 1% (2)                 | 3% (5)                   | 11% (19)               | 42% (73)                      | 33% (59)                | 175     |
| 2018 House Vote: Democrat            | 1% (10)               | 3% (20)           | 4% (27)                | 5% (37)                  | 13% (97)               | 51% (391)                     | 23% (177)               | 760     |
| 2018 House Vote: Republican          | 13% (81)              | 6% (39)           | 6% (35)                | 7% (45)                  | 13% (79)               | 34% (211)                     | 20% (125)               | 616     |
| 2018 House Vote: Someone else        | 3% (2)                | 3% (2)            | 1% (1)                 | 2% (2)                   | 9% (6)                 | 48% (34)                      | 33% (23)                | 70      |
| 2016 Vote: Hillary Clinton           | 1% (7)                | 3% (21)           | 4% (28)                | 5% (37)                  | 11% (78)               | 52% (360)                     | 23% (158)               | 689     |
| 2016 Vote: Donald Trump              | 12% (76)              | 6% (39)           | 6% (40)                | 7% (45)                  | 13% (87)               | 35% (229)                     | 21% (141)               | 658     |
| 2016 Vote: Other                     | 8% (12)               | 1% (1)            | 2% (4)                 | 5% (8)                   | 13% (20)               | 48% (75)                      | 24% (37)                | 157     |
| 2016 Vote: Didn't Vote               | 6% (41)               | 3% (20)           | 5% (36)                | 6% (41)                  | 10% (71)               | 35% (245)                     | 35% (243)               | 696     |
| Voted in 2014: Yes                   | 7% (86)               | 4% (47)           | 4% (50)                | 6% (72)                  | 13% (165)              | 45% (566)                     | 21% (269)               | 1255    |
| Voted in 2014: No                    | 5% (50)               | 3% (33)           | 6% (57)                | 6% (60)                  | 10% (91)               | 36% (344)                     | 33% (310)               | 945     |

Continued on next page



**Table CMS2\_3:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?*Going to a concert*

| Demographic                           | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|---------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                                | 6% (136)                 | 4% (80)              | 5% (107)                  | 6% (132)                       | 12% (256)                 | 41% (910)                           | 26% (580)                  | 2200    |
| 2012 Vote: Barack Obama               | 3% (25)                  | 2% (18)              | 4% (32)                   | 5% (39)                        | 13% (101)                 | 50% (392)                           | 23% (178)                  | 785     |
| 2012 Vote: Mitt Romney                | 10% (52)                 | 6% (30)              | 4% (22)                   | 6% (32)                        | 15% (77)                  | 38% (186)                           | 20% (97)                   | 496     |
| 2012 Vote: Other                      | 16% (13)                 | 1% (1)               | 3% (2)                    | 5% (4)                         | 1% (1)                    | 43% (36)                            | 31% (26)                   | 83      |
| 2012 Vote: Didn't Vote                | 6% (46)                  | 4% (31)              | 6% (51)                   | 7% (56)                        | 9% (77)                   | 35% (293)                           | 33% (277)                  | 831     |
| 4-Region: Northeast                   | 6% (23)                  | 4% (15)              | 5% (19)                   | 5% (19)                        | 10% (38)                  | 46% (180)                           | 25% (100)                  | 394     |
| 4-Region: Midwest                     | 8% (36)                  | 4% (17)              | 5% (21)                   | 6% (26)                        | 12% (55)                  | 42% (193)                           | 25% (113)                  | 462     |
| 4-Region: South                       | 7% (57)                  | 3% (27)              | 5% (42)                   | 6% (46)                        | 11% (88)                  | 39% (322)                           | 30% (244)                  | 824     |
| 4-Region: West                        | 4% (21)                  | 4% (20)              | 5% (26)                   | 8% (40)                        | 14% (75)                  | 41% (215)                           | 24% (123)                  | 520     |
| Frequent Flyer                        | 7% (20)                  | 9% (25)              | 5% (14)                   | 7% (19)                        | 16% (45)                  | 41% (112)                           | 14% (39)                   | 273     |
| International Travel                  | 5% (21)                  | 7% (31)              | 6% (27)                   | 7% (28)                        | 18% (74)                  | 43% (180)                           | 14% (58)                   | 420     |
| Sports fans                           | 6% (91)                  | 4% (65)              | 6% (85)                   | 7% (105)                       | 13% (187)                 | 41% (602)                           | 22% (322)                  | 1457    |
| Heard a lot/some about new H1N1       | 6% (56)                  | 4% (43)              | 5% (50)                   | 8% (75)                        | 12% (124)                 | 44% (439)                           | 21% (210)                  | 997     |
| Heard not much/nothing about new H1N1 | 7% (80)                  | 3% (37)              | 5% (57)                   | 5% (56)                        | 11% (131)                 | 39% (471)                           | 31% (370)                  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_4:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a shopping mall

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 16% (355)             | 9% (198)          | 10% (223)              | 9% (199)                 | 11% (252)              | 27% (586)                     | 18% (386)               | 2200    |
| Gender: Male             | 18% (187)             | 9% (92)           | 11% (121)              | 9% (101)                 | 12% (123)              | 25% (263)                     | 17% (176)               | 1062    |
| Gender: Female           | 15% (168)             | 9% (106)          | 9% (103)               | 9% (98)                  | 11% (129)              | 28% (323)                     | 18% (210)               | 1138    |
| Age: 18-34               | 15% (101)             | 8% (52)           | 16% (102)              | 11% (72)                 | 10% (68)               | 21% (135)                     | 19% (125)               | 655     |
| Age: 35-44               | 17% (60)              | 11% (39)          | 11% (38)               | 10% (36)                 | 10% (35)               | 28% (100)                     | 14% (49)                | 358     |
| Age: 45-64               | 17% (128)             | 9% (68)           | 6% (45)                | 8% (58)                  | 13% (97)               | 29% (215)                     | 19% (141)               | 751     |
| Age: 65+                 | 15% (67)              | 9% (39)           | 9% (39)                | 8% (33)                  | 12% (52)               | 31% (137)                     | 16% (70)                | 436     |
| GenZers: 1997-2012       | 15% (52)              | 7% (25)           | 16% (53)               | 13% (43)                 | 9% (31)                | 17% (57)                      | 23% (79)                | 340     |
| Millennials: 1981-1996   | 16% (81)              | 10% (48)          | 13% (65)               | 9% (46)                  | 11% (55)               | 26% (127)                     | 14% (70)                | 492     |
| GenXers: 1965-1980       | 17% (92)              | 10% (52)          | 8% (42)                | 7% (40)                  | 11% (57)               | 29% (155)                     | 19% (101)               | 539     |
| Baby Boomers: 1946-1964  | 16% (119)             | 9% (66)           | 8% (60)                | 9% (65)                  | 13% (98)               | 29% (221)                     | 16% (123)               | 752     |
| PID: Dem (no lean)       | 10% (80)              | 7% (59)           | 10% (83)               | 10% (81)                 | 13% (108)              | 33% (272)                     | 17% (140)               | 823     |
| PID: Ind (no lean)       | 16% (117)             | 9% (64)           | 9% (68)                | 9% (66)                  | 11% (77)               | 25% (179)                     | 21% (149)               | 720     |
| PID: Rep (no lean)       | 24% (158)             | 11% (75)          | 11% (72)               | 8% (52)                  | 10% (67)               | 21% (136)                     | 15% (97)                | 657     |
| PID/Gender: Dem Men      | 11% (39)              | 6% (23)           | 11% (41)               | 9% (33)                  | 14% (50)               | 32% (115)                     | 16% (58)                | 360     |
| PID/Gender: Dem Women    | 9% (41)               | 8% (36)           | 9% (42)                | 10% (48)                 | 12% (57)               | 34% (157)                     | 18% (82)                | 462     |
| PID/Gender: Ind Men      | 17% (63)              | 7% (26)           | 9% (32)                | 11% (38)                 | 10% (38)               | 24% (86)                      | 22% (78)                | 362     |
| PID/Gender: Ind Women    | 15% (55)              | 10% (37)          | 10% (36)               | 8% (27)                  | 11% (40)               | 26% (92)                      | 20% (71)                | 358     |
| PID/Gender: Rep Men      | 25% (85)              | 12% (42)          | 14% (48)               | 9% (29)                  | 10% (35)               | 18% (61)                      | 12% (39)                | 339     |
| PID/Gender: Rep Women    | 23% (73)              | 10% (33)          | 8% (24)                | 7% (23)                  | 10% (32)               | 23% (75)                      | 18% (57)                | 318     |
| Ideo: Liberal (1-3)      | 10% (64)              | 8% (54)           | 8% (54)                | 11% (70)                 | 13% (86)               | 35% (226)                     | 14% (91)                | 644     |
| Ideo: Moderate (4)       | 15% (87)              | 7% (43)           | 9% (53)                | 8% (48)                  | 13% (72)               | 30% (172)                     | 17% (97)                | 572     |
| Ideo: Conservative (5-7) | 24% (171)             | 11% (81)          | 11% (81)               | 9% (68)                  | 12% (85)               | 20% (143)                     | 13% (95)                | 724     |
| Educ: < College          | 16% (245)             | 9% (130)          | 10% (154)              | 8% (123)                 | 10% (156)              | 26% (395)                     | 20% (309)               | 1512    |
| Educ: Bachelors degree   | 17% (76)              | 8% (35)           | 11% (47)               | 12% (54)                 | 13% (56)               | 28% (124)                     | 12% (52)                | 444     |
| Educ: Post-grad          | 14% (34)              | 14% (33)          | 9% (22)                | 9% (22)                  | 16% (40)               | 27% (67)                      | 10% (25)                | 244     |
| Income: Under 50k        | 16% (190)             | 8% (98)           | 11% (125)              | 7% (85)                  | 10% (117)              | 26% (305)                     | 23% (269)               | 1189    |
| Income: 50k-100k         | 16% (106)             | 10% (67)          | 10% (63)               | 12% (80)                 | 13% (87)               | 27% (178)                     | 12% (81)                | 662     |
| Income: 100k+            | 17% (60)              | 9% (33)           | 10% (35)               | 9% (33)                  | 14% (49)               | 30% (103)                     | 10% (36)                | 349     |
| Ethnicity: White         | 17% (301)             | 9% (162)          | 9% (159)               | 8% (146)                 | 12% (212)              | 27% (462)                     | 16% (280)               | 1722    |

Continued on next page

**Table CMS2\_4:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a shopping mall

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 16% (355)                | 9% (198)             | 10% (223)                 | 9% (199)                       | 11% (252)                 | 27% (586)                           | 18% (386)                  | 2200    |
| Ethnicity: Hispanic               | 13% (46)                 | 6% (21)              | 15% (54)                  | 13% (44)                       | 8% (30)                   | 25% (86)                            | 20% (69)                   | 349     |
| Ethnicity: Afr. Am.               | 10% (28)                 | 8% (23)              | 16% (44)                  | 8% (22)                        | 8% (21)                   | 27% (74)                            | 23% (63)                   | 274     |
| Ethnicity: Other                  | 13% (26)                 | 6% (13)              | 10% (21)                  | 15% (31)                       | 10% (19)                  | 25% (50)                            | 21% (43)                   | 204     |
| All Christian                     | 16% (167)                | 10% (104)            | 9% (93)                   | 9% (98)                        | 13% (134)                 | 26% (264)                           | 16% (169)                  | 1029    |
| All Non-Christian                 | 10% (12)                 | 10% (12)             | 8% (9)                    | 10% (12)                       | 22% (27)                  | 30% (36)                            | 10% (13)                   | 122     |
| Atheist                           | 15% (20)                 | 10% (13)             | 10% (13)                  | 8% (10)                        | 8% (11)                   | 35% (46)                            | 15% (20)                   | 133     |
| Agnostic/Nothing in particular    | 14% (76)                 | 6% (34)              | 11% (58)                  | 7% (38)                        | 10% (55)                  | 27% (143)                           | 23% (123)                  | 526     |
| Something Else                    | 21% (81)                 | 9% (35)              | 13% (50)                  | 10% (41)                       | 6% (25)                   | 25% (97)                            | 16% (62)                   | 391     |
| Religious Non-Protestant/Catholic | 12% (19)                 | 8% (13)              | 10% (15)                  | 11% (18)                       | 21% (33)                  | 26% (41)                            | 11% (18)                   | 156     |
| Evangelical                       | 21% (116)                | 10% (58)             | 10% (56)                  | 7% (41)                        | 10% (54)                  | 25% (141)                           | 17% (95)                   | 560     |
| Non-Evangelical                   | 15% (123)                | 10% (78)             | 10% (80)                  | 11% (92)                       | 12% (99)                  | 26% (213)                           | 15% (124)                  | 809     |
| Community: Urban                  | 14% (82)                 | 7% (44)              | 12% (70)                  | 9% (54)                        | 15% (91)                  | 27% (160)                           | 16% (94)                   | 594     |
| Community: Suburban               | 16% (170)                | 10% (106)            | 10% (99)                  | 10% (101)                      | 11% (111)                 | 28% (295)                           | 16% (162)                  | 1045    |
| Community: Rural                  | 18% (103)                | 9% (48)              | 10% (54)                  | 8% (44)                        | 9% (50)                   | 23% (131)                           | 23% (130)                  | 560     |
| Employ: Private Sector            | 17% (103)                | 10% (64)             | 11% (68)                  | 10% (64)                       | 15% (91)                  | 26% (161)                           | 10% (62)                   | 613     |
| Employ: Government                | 14% (21)                 | 11% (17)             | 13% (20)                  | 12% (18)                       | 11% (16)                  | 21% (32)                            | 20% (30)                   | 154     |
| Employ: Self-Employed             | 21% (38)                 | 9% (15)              | 10% (18)                  | 10% (18)                       | 10% (18)                  | 31% (54)                            | 9% (15)                    | 177     |
| Employ: Homemaker                 | 20% (27)                 | 10% (13)             | 5% (7)                    | 6% (9)                         | 8% (11)                   | 31% (42)                            | 18% (25)                   | 135     |
| Employ: Retired                   | 15% (73)                 | 8% (41)              | 7% (36)                   | 8% (40)                        | 11% (53)                  | 33% (165)                           | 17% (85)                   | 492     |
| Employ: Unemployed                | 13% (42)                 | 6% (20)              | 10% (33)                  | 7% (22)                        | 9% (30)                   | 24% (77)                            | 31% (100)                  | 323     |
| Employ: Other                     | 20% (28)                 | 11% (15)             | 9% (13)                   | 5% (7)                         | 14% (20)                  | 16% (23)                            | 24% (33)                   | 140     |
| Military HH: Yes                  | 16% (56)                 | 9% (30)              | 9% (32)                   | 12% (40)                       | 13% (43)                  | 26% (90)                            | 14% (50)                   | 343     |
| Military HH: No                   | 16% (299)                | 9% (168)             | 10% (191)                 | 9% (158)                       | 11% (209)                 | 27% (496)                           | 18% (336)                  | 1857    |
| RD/WT: Right Direction            | 25% (146)                | 12% (70)             | 10% (56)                  | 9% (55)                        | 10% (58)                  | 19% (112)                           | 15% (87)                   | 583     |
| RD/WT: Wrong Track                | 13% (210)                | 8% (128)             | 10% (168)                 | 9% (144)                       | 12% (194)                 | 29% (475)                           | 18% (299)                  | 1617    |
| Trump Job Approve                 | 26% (216)                | 11% (96)             | 10% (88)                  | 9% (72)                        | 10% (85)                  | 18% (155)                           | 16% (133)                  | 845     |
| Trump Job Disapprove              | 10% (126)                | 8% (95)              | 11% (134)                 | 10% (124)                      | 13% (162)                 | 33% (416)                           | 17% (210)                  | 1268    |

Continued on next page

**Table CMS2\_4:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a shopping mall

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 16% (355)             | 9% (198)          | 10% (223)              | 9% (199)                 | 11% (252)              | 27% (586)                     | 18% (386)               | 2200    |
| Trump Job Strongly Approve           | 29% (135)             | 13% (60)          | 9% (42)                | 7% (32)                  | 7% (31)                | 18% (83)                      | 18% (82)                | 464     |
| Trump Job Somewhat Approve           | 21% (80)              | 10% (36)          | 12% (46)               | 10% (40)                 | 14% (54)               | 19% (73)                      | 14% (52)                | 381     |
| Trump Job Somewhat Disapprove        | 11% (26)              | 10% (23)          | 14% (31)               | 11% (26)                 | 15% (35)               | 26% (59)                      | 14% (31)                | 230     |
| Trump Job Strongly Disapprove        | 10% (100)             | 7% (72)           | 10% (102)              | 10% (99)                 | 12% (127)              | 34% (357)                     | 17% (179)               | 1037    |
| Favorable of Trump                   | 27% (221)             | 12% (99)          | 10% (84)               | 8% (69)                  | 10% (80)               | 18% (150)                     | 14% (111)               | 814     |
| Unfavorable of Trump                 | 10% (127)             | 7% (92)           | 11% (135)              | 10% (128)                | 13% (168)              | 33% (418)                     | 16% (211)               | 1278    |
| Very Favorable of Trump              | 31% (145)             | 12% (57)          | 9% (44)                | 7% (31)                  | 7% (31)                | 18% (82)                      | 16% (75)                | 465     |
| Somewhat Favorable of Trump          | 22% (76)              | 12% (42)          | 11% (40)               | 11% (37)                 | 14% (48)               | 20% (69)                      | 10% (37)                | 349     |
| Somewhat Unfavorable of Trump        | 15% (30)              | 9% (18)           | 10% (20)               | 11% (23)                 | 14% (28)               | 27% (56)                      | 15% (30)                | 205     |
| Very Unfavorable of Trump            | 9% (97)               | 7% (74)           | 11% (115)              | 10% (105)                | 13% (140)              | 34% (362)                     | 17% (180)               | 1072    |
| #1 Issue: Economy                    | 22% (162)             | 9% (62)           | 11% (78)               | 9% (63)                  | 12% (87)               | 23% (166)                     | 15% (105)               | 722     |
| #1 Issue: Security                   | 23% (60)              | 13% (35)          | 6% (15)                | 11% (29)                 | 10% (26)               | 20% (54)                      | 17% (44)                | 263     |
| #1 Issue: Health Care                | 7% (31)               | 10% (42)          | 11% (47)               | 11% (45)                 | 13% (55)               | 35% (149)                     | 13% (57)                | 427     |
| #1 Issue: Medicare / Social Security | 12% (33)              | 8% (24)           | 9% (25)                | 7% (19)                  | 12% (34)               | 35% (97)                      | 18% (52)                | 282     |
| #1 Issue: Women's Issues             | 16% (17)              | 11% (12)          | 8% (9)                 | 8% (9)                   | 15% (17)               | 23% (26)                      | 19% (21)                | 111     |
| #1 Issue: Education                  | 10% (14)              | 7% (9)            | 16% (21)               | 11% (15)                 | 8% (11)                | 10% (13)                      | 38% (50)                | 132     |
| #1 Issue: Energy                     | 11% (9)               | 10% (8)           | 16% (14)               | 8% (7)                   | 9% (8)                 | 31% (27)                      | 16% (14)                | 88      |
| #1 Issue: Other                      | 17% (30)              | 4% (6)            | 8% (14)                | 7% (12)                  | 9% (15)                | 31% (54)                      | 25% (44)                | 175     |
| 2018 House Vote: Democrat            | 9% (69)               | 8% (61)           | 8% (62)                | 8% (62)                  | 14% (107)              | 36% (274)                     | 17% (126)               | 760     |
| 2018 House Vote: Republican          | 25% (152)             | 13% (82)          | 9% (57)                | 10% (62)                 | 11% (65)               | 20% (121)                     | 12% (77)                | 616     |
| 2018 House Vote: Someone else        | 15% (10)              | 5% (3)            | 9% (6)                 | 11% (8)                  | 14% (10)               | 29% (20)                      | 18% (12)                | 70      |
| 2016 Vote: Hillary Clinton           | 10% (66)              | 7% (47)           | 8% (58)                | 9% (62)                  | 13% (87)               | 37% (254)                     | 17% (115)               | 689     |
| 2016 Vote: Donald Trump              | 24% (158)             | 13% (85)          | 10% (69)               | 9% (61)                  | 11% (73)               | 20% (130)                     | 12% (82)                | 658     |
| 2016 Vote: Other                     | 14% (21)              | 7% (11)           | 6% (9)                 | 8% (12)                  | 17% (27)               | 29% (45)                      | 20% (31)                | 157     |
| 2016 Vote: Didn't Vote               | 16% (110)             | 8% (54)           | 12% (87)               | 9% (63)                  | 9% (65)                | 23% (158)                     | 23% (159)               | 696     |
| Voted in 2014: Yes                   | 17% (209)             | 10% (132)         | 8% (100)               | 8% (104)                 | 13% (161)              | 29% (366)                     | 15% (183)               | 1255    |
| Voted in 2014: No                    | 16% (146)             | 7% (66)           | 13% (123)              | 10% (95)                 | 10% (91)               | 23% (220)                     | 21% (203)               | 945     |

Continued on next page

**Table CMS2\_4:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a shopping mall

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 16% (355)             | 9% (198)          | 10% (223)              | 9% (199)                 | 11% (252)              | 27% (586)                     | 18% (386)               | 2200    |
| 2012 Vote: Barack Obama               | 12% (91)              | 8% (61)           | 8% (63)                | 9% (74)                  | 13% (106)              | 35% (272)                     | 15% (118)               | 785     |
| 2012 Vote: Mitt Romney                | 22% (111)             | 14% (70)          | 8% (42)                | 6% (32)                  | 13% (64)               | 22% (110)                     | 14% (68)                | 496     |
| 2012 Vote: Other                      | 28% (23)              | 5% (4)            | 5% (4)                 | 8% (7)                   | 6% (5)                 | 24% (20)                      | 23% (19)                | 83      |
| 2012 Vote: Didn't Vote                | 16% (130)             | 8% (63)           | 14% (115)              | 10% (85)                 | 9% (78)                | 22% (180)                     | 22% (180)               | 831     |
| 4-Region: Northeast                   | 16% (64)              | 8% (33)           | 9% (35)                | 10% (41)                 | 10% (37)               | 30% (118)                     | 16% (64)                | 394     |
| 4-Region: Midwest                     | 16% (76)              | 10% (44)          | 12% (55)               | 6% (28)                  | 12% (55)               | 27% (127)                     | 17% (77)                | 462     |
| 4-Region: South                       | 17% (140)             | 10% (86)          | 9% (71)                | 9% (71)                  | 11% (90)               | 24% (199)                     | 20% (167)               | 824     |
| 4-Region: West                        | 14% (75)              | 7% (35)           | 12% (63)               | 11% (58)                 | 13% (69)               | 27% (142)                     | 15% (78)                | 520     |
| Frequent Flyer                        | 20% (55)              | 9% (24)           | 11% (29)               | 13% (35)                 | 11% (31)               | 24% (66)                      | 12% (33)                | 273     |
| International Travel                  | 17% (71)              | 12% (52)          | 14% (60)               | 14% (57)                 | 10% (42)               | 23% (96)                      | 10% (42)                | 420     |
| Sports fans                           | 17% (253)             | 10% (141)         | 11% (162)              | 10% (146)                | 12% (179)              | 25% (365)                     | 14% (211)               | 1457    |
| Heard a lot/some about new H1N1       | 15% (146)             | 9% (87)           | 10% (104)              | 10% (101)                | 13% (127)              | 29% (294)                     | 14% (137)               | 997     |
| Heard not much/nothing about new H1N1 | 17% (210)             | 9% (111)          | 10% (119)              | 8% (98)                  | 10% (125)              | 24% (293)                     | 21% (249)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_5: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to an amusement park

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 7% (159)              | 4% (95)           | 6% (122)               | 6% (123)                 | 12% (257)              | 39% (864)                     | 26% (579)               | 2200    |
| Gender: Male             | 9% (99)               | 5% (58)           | 7% (70)                | 6% (68)                  | 13% (133)              | 35% (372)                     | 25% (262)               | 1062    |
| Gender: Female           | 5% (60)               | 3% (37)           | 5% (52)                | 5% (55)                  | 11% (124)              | 43% (492)                     | 28% (318)               | 1138    |
| Age: 18-34               | 5% (35)               | 6% (39)           | 9% (59)                | 8% (51)                  | 14% (92)               | 34% (222)                     | 24% (157)               | 655     |
| Age: 35-44               | 12% (42)              | 3% (11)           | 7% (26)                | 6% (21)                  | 11% (40)               | 38% (136)                     | 23% (81)                | 358     |
| Age: 45-64               | 9% (64)               | 5% (36)           | 3% (21)                | 5% (35)                  | 11% (84)               | 41% (310)                     | 27% (200)               | 751     |
| Age: 65+                 | 4% (18)               | 2% (9)            | 4% (17)                | 3% (15)                  | 9% (41)                | 45% (196)                     | 32% (140)               | 436     |
| GenZers: 1997-2012       | 6% (20)               | 3% (11)           | 10% (35)               | 8% (27)                  | 14% (48)               | 31% (106)                     | 27% (92)                | 340     |
| Millennials: 1981-1996   | 7% (35)               | 7% (34)           | 7% (33)                | 8% (38)                  | 13% (65)               | 36% (178)                     | 22% (108)               | 492     |
| GenXers: 1965-1980       | 10% (55)              | 5% (26)           | 5% (27)                | 5% (25)                  | 10% (54)               | 40% (217)                     | 25% (135)               | 539     |
| Baby Boomers: 1946-1964  | 6% (43)               | 3% (22)           | 3% (26)                | 4% (31)                  | 11% (82)               | 43% (327)                     | 29% (221)               | 752     |
| PID: Dem (no lean)       | 3% (22)               | 3% (23)           | 7% (54)                | 6% (45)                  | 11% (88)               | 48% (394)                     | 24% (197)               | 823     |
| PID: Ind (no lean)       | 7% (49)               | 5% (33)           | 4% (30)                | 6% (44)                  | 12% (84)               | 37% (265)                     | 30% (215)               | 720     |
| PID: Rep (no lean)       | 13% (88)              | 6% (40)           | 6% (39)                | 5% (33)                  | 13% (85)               | 31% (205)                     | 25% (167)               | 657     |
| PID/Gender: Dem Men      | 4% (15)               | 4% (13)           | 8% (29)                | 6% (21)                  | 12% (42)               | 44% (160)                     | 22% (80)                | 360     |
| PID/Gender: Dem Women    | 2% (7)                | 2% (10)           | 5% (25)                | 5% (24)                  | 10% (46)               | 51% (234)                     | 25% (117)               | 462     |
| PID/Gender: Ind Men      | 8% (27)               | 5% (18)           | 4% (15)                | 7% (27)                  | 12% (42)               | 34% (124)                     | 30% (108)               | 362     |
| PID/Gender: Ind Women    | 6% (22)               | 4% (14)           | 4% (15)                | 5% (18)                  | 12% (41)               | 39% (141)                     | 30% (107)               | 358     |
| PID/Gender: Rep Men      | 17% (57)              | 8% (26)           | 8% (26)                | 6% (20)                  | 14% (48)               | 26% (88)                      | 22% (74)                | 339     |
| PID/Gender: Rep Women    | 10% (31)              | 4% (14)           | 4% (12)                | 4% (12)                  | 12% (37)               | 37% (118)                     | 30% (94)                | 318     |
| Ideo: Liberal (1-3)      | 4% (24)               | 3% (22)           | 5% (32)                | 6% (39)                  | 11% (71)               | 51% (331)                     | 19% (126)               | 644     |
| Ideo: Moderate (4)       | 7% (41)               | 4% (24)           | 4% (24)                | 6% (37)                  | 10% (60)               | 41% (233)                     | 27% (155)               | 572     |
| Ideo: Conservative (5-7) | 11% (82)              | 6% (42)           | 7% (51)                | 5% (36)                  | 14% (100)              | 33% (237)                     | 24% (175)               | 724     |
| Educ: < College          | 7% (107)              | 4% (64)           | 6% (92)                | 5% (79)                  | 11% (162)              | 37% (559)                     | 30% (449)               | 1512    |
| Educ: Bachelors degree   | 8% (35)               | 4% (18)           | 5% (21)                | 7% (29)                  | 14% (63)               | 42% (186)                     | 21% (93)                | 444     |
| Educ: Post-grad          | 7% (17)               | 6% (14)           | 4% (10)                | 6% (14)                  | 13% (33)               | 49% (119)                     | 15% (38)                | 244     |
| Income: Under 50k        | 7% (82)               | 4% (47)           | 7% (80)                | 5% (55)                  | 9% (107)               | 36% (430)                     | 33% (387)               | 1189    |
| Income: 50k-100k         | 8% (53)               | 4% (24)           | 4% (27)                | 6% (42)                  | 15% (99)               | 42% (276)                     | 21% (141)               | 662     |
| Income: 100k+            | 7% (24)               | 7% (24)           | 5% (16)                | 7% (25)                  | 15% (51)               | 45% (158)                     | 15% (51)                | 349     |
| Ethnicity: White         | 8% (138)              | 5% (81)           | 5% (91)                | 5% (94)                  | 12% (204)              | 39% (677)                     | 25% (437)               | 1722    |

Continued on next page

**Table CMS2\_5: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
 Going to an amusement park

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 7% (159)                 | 4% (95)              | 6% (122)                  | 6% (123)                       | 12% (257)                 | 39% (864)                           | 26% (579)                  | 2200    |
| Ethnicity: Hispanic               | 6% (22)                  | 5% (18)              | 9% (32)                   | 8% (27)                        | 15% (54)                  | 33% (116)                           | 23% (82)                   | 349     |
| Ethnicity: Afr. Am.               | 4% (11)                  | 3% (9)               | 7% (19)                   | 3% (9)                         | 9% (25)                   | 40% (109)                           | 34% (93)                   | 274     |
| Ethnicity: Other                  | 5% (10)                  | 3% (6)               | 6% (13)                   | 9% (19)                        | 14% (28)                  | 38% (78)                            | 24% (49)                   | 204     |
| All Christian                     | 7% (73)                  | 5% (49)              | 6% (61)                   | 5% (51)                        | 12% (127)                 | 40% (415)                           | 25% (253)                  | 1029    |
| All Non-Christian                 | 3% (4)                   | 3% (3)               | 6% (8)                    | 8% (10)                        | 13% (16)                  | 47% (57)                            | 19% (24)                   | 122     |
| Atheist                           | 5% (6)                   | 4% (5)               | 8% (11)                   | 6% (8)                         | 14% (18)                  | 43% (57)                            | 20% (27)                   | 133     |
| Agnostic/Nothing in particular    | 4% (23)                  | 5% (27)              | 5% (26)                   | 5% (28)                        | 11% (58)                  | 37% (196)                           | 32% (167)                  | 526     |
| Something Else                    | 13% (52)                 | 3% (12)              | 4% (16)                   | 6% (25)                        | 10% (38)                  | 36% (139)                           | 28% (108)                  | 391     |
| Religious Non-Protestant/Catholic | 3% (5)                   | 3% (4)               | 6% (9)                    | 8% (12)                        | 17% (27)                  | 42% (66)                            | 21% (33)                   | 156     |
| Evangelical                       | 10% (56)                 | 5% (27)              | 7% (37)                   | 5% (26)                        | 11% (59)                  | 37% (207)                           | 26% (147)                  | 560     |
| Non-Evangelical                   | 8% (66)                  | 4% (32)              | 5% (39)                   | 6% (47)                        | 12% (94)                  | 41% (333)                           | 24% (198)                  | 809     |
| Community: Urban                  | 7% (40)                  | 5% (30)              | 9% (56)                   | 6% (33)                        | 13% (80)                  | 34% (205)                           | 25% (151)                  | 594     |
| Community: Suburban               | 6% (68)                  | 5% (49)              | 4% (43)                   | 6% (62)                        | 11% (119)                 | 43% (452)                           | 24% (253)                  | 1045    |
| Community: Rural                  | 9% (51)                  | 3% (17)              | 4% (23)                   | 5% (27)                        | 10% (59)                  | 37% (207)                           | 31% (176)                  | 560     |
| Employ: Private Sector            | 10% (60)                 | 6% (35)              | 7% (40)                   | 7% (41)                        | 14% (88)                  | 37% (229)                           | 19% (118)                  | 613     |
| Employ: Government                | 6% (9)                   | 6% (10)              | 3% (5)                    | 11% (16)                       | 18% (28)                  | 37% (57)                            | 20% (30)                   | 154     |
| Employ: Self-Employed             | 13% (23)                 | 4% (7)               | 8% (14)                   | 4% (6)                         | 12% (22)                  | 41% (73)                            | 18% (32)                   | 177     |
| Employ: Homemaker                 | 6% (8)                   | 4% (6)               | 3% (4)                    | 3% (3)                         | 13% (17)                  | 41% (55)                            | 31% (42)                   | 135     |
| Employ: Retired                   | 4% (21)                  | 3% (13)              | 4% (18)                   | 4% (18)                        | 7% (36)                   | 48% (234)                           | 31% (151)                  | 492     |
| Employ: Unemployed                | 6% (19)                  | 4% (13)              | 6% (18)                   | 5% (17)                        | 9% (29)                   | 34% (109)                           | 37% (119)                  | 323     |
| Employ: Other                     | 9% (12)                  | 7% (9)               | 3% (5)                    | 4% (6)                         | 9% (13)                   | 33% (46)                            | 35% (48)                   | 140     |
| Military HH: Yes                  | 6% (21)                  | 4% (15)              | 8% (26)                   | 4% (15)                        | 14% (50)                  | 39% (135)                           | 24% (81)                   | 343     |
| Military HH: No                   | 7% (138)                 | 4% (80)              | 5% (97)                   | 6% (107)                       | 11% (208)                 | 39% (729)                           | 27% (498)                  | 1857    |
| RD/WT: Right Direction            | 14% (80)                 | 8% (44)              | 8% (45)                   | 6% (34)                        | 14% (79)                  | 26% (153)                           | 25% (148)                  | 583     |
| RD/WT: Wrong Track                | 5% (79)                  | 3% (51)              | 5% (77)                   | 5% (89)                        | 11% (178)                 | 44% (711)                           | 27% (432)                  | 1617    |
| Trump Job Approve                 | 14% (115)                | 7% (58)              | 6% (55)                   | 5% (43)                        | 14% (119)                 | 28% (241)                           | 25% (215)                  | 845     |
| Trump Job Disapprove              | 3% (42)                  | 3% (32)              | 5% (65)                   | 6% (77)                        | 10% (132)                 | 48% (605)                           | 25% (314)                  | 1268    |

Continued on next page

**Table CMS2\_5:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to an amusement park

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 7% (159)              | 4% (95)           | 6% (122)               | 6% (123)                 | 12% (257)              | 39% (864)                     | 26% (579)               | 2200    |
| Trump Job Strongly Approve           | 18% (81)              | 8% (36)           | 7% (32)                | 5% (22)                  | 10% (46)               | 27% (124)                     | 27% (124)               | 464     |
| Trump Job Somewhat Approve           | 9% (34)               | 6% (21)           | 6% (23)                | 6% (21)                  | 19% (73)               | 31% (117)                     | 24% (91)                | 381     |
| Trump Job Somewhat Disapprove        | 4% (10)               | 3% (7)            | 6% (13)                | 8% (19)                  | 12% (28)               | 44% (101)                     | 22% (51)                | 230     |
| Trump Job Strongly Disapprove        | 3% (32)               | 2% (25)           | 5% (52)                | 6% (58)                  | 10% (104)              | 49% (504)                     | 25% (262)               | 1037    |
| Favorable of Trump                   | 15% (121)             | 7% (56)           | 7% (56)                | 5% (42)                  | 14% (115)              | 28% (224)                     | 25% (200)               | 814     |
| Unfavorable of Trump                 | 3% (38)               | 3% (35)           | 5% (65)                | 6% (76)                  | 11% (135)              | 49% (624)                     | 24% (305)               | 1278    |
| Very Favorable of Trump              | 19% (87)              | 7% (35)           | 7% (31)                | 4% (20)                  | 11% (53)               | 26% (120)                     | 26% (120)               | 465     |
| Somewhat Favorable of Trump          | 10% (34)              | 6% (21)           | 7% (25)                | 6% (23)                  | 18% (62)               | 30% (104)                     | 23% (80)                | 349     |
| Somewhat Unfavorable of Trump        | 4% (8)                | 6% (12)           | 3% (7)                 | 9% (19)                  | 13% (27)               | 44% (90)                      | 21% (43)                | 205     |
| Very Unfavorable of Trump            | 3% (30)               | 2% (23)           | 5% (58)                | 5% (56)                  | 10% (108)              | 50% (533)                     | 25% (263)               | 1072    |
| #1 Issue: Economy                    | 10% (71)              | 5% (37)           | 7% (49)                | 7% (47)                  | 12% (83)               | 38% (275)                     | 22% (160)               | 722     |
| #1 Issue: Security                   | 11% (30)              | 6% (15)           | 4% (12)                | 6% (16)                  | 12% (31)               | 29% (76)                      | 32% (83)                | 263     |
| #1 Issue: Health Care                | 3% (11)               | 2% (10)           | 6% (26)                | 6% (26)                  | 11% (48)               | 50% (214)                     | 21% (91)                | 427     |
| #1 Issue: Medicare / Social Security | 5% (15)               | 3% (9)            | 4% (10)                | 4% (12)                  | 10% (29)               | 40% (113)                     | 33% (93)                | 282     |
| #1 Issue: Women's Issues             | 2% (2)                | 9% (10)           | 7% (7)                 | 7% (8)                   | 11% (13)               | 37% (41)                      | 27% (30)                | 111     |
| #1 Issue: Education                  | 4% (6)                | 4% (5)            | 5% (7)                 | 3% (5)                   | 21% (28)               | 25% (33)                      | 38% (50)                | 132     |
| #1 Issue: Energy                     | 10% (9)               | 4% (4)            | 10% (9)                | 2% (2)                   | 15% (13)               | 40% (35)                      | 19% (17)                | 88      |
| #1 Issue: Other                      | 9% (15)               | 3% (5)            | 2% (4)                 | 4% (6)                   | 7% (12)                | 44% (78)                      | 32% (55)                | 175     |
| 2018 House Vote: Democrat            | 3% (19)               | 3% (19)           | 5% (38)                | 4% (33)                  | 11% (83)               | 50% (382)                     | 24% (186)               | 760     |
| 2018 House Vote: Republican          | 14% (84)              | 6% (39)           | 6% (40)                | 5% (33)                  | 14% (84)               | 33% (204)                     | 22% (133)               | 616     |
| 2018 House Vote: Someone else        | 5% (4)                | 1% (0)            | 2% (1)                 | 4% (3)                   | 9% (6)                 | 41% (29)                      | 38% (26)                | 70      |
| 2016 Vote: Hillary Clinton           | 2% (15)               | 3% (19)           | 4% (29)                | 5% (38)                  | 10% (69)               | 50% (346)                     | 25% (174)               | 689     |
| 2016 Vote: Donald Trump              | 13% (87)              | 6% (40)           | 7% (48)                | 5% (35)                  | 13% (88)               | 33% (218)                     | 22% (142)               | 658     |
| 2016 Vote: Other                     | 5% (8)                | 2% (3)            | 3% (4)                 | 5% (7)                   | 12% (19)               | 43% (68)                      | 30% (47)                | 157     |
| 2016 Vote: Didn't Vote               | 7% (49)               | 5% (33)           | 6% (42)                | 6% (43)                  | 12% (80)               | 33% (232)                     | 31% (217)               | 696     |
| Voted in 2014: Yes                   | 8% (98)               | 4% (51)           | 5% (58)                | 5% (57)                  | 12% (145)              | 44% (552)                     | 23% (295)               | 1255    |
| Voted in 2014: No                    | 6% (61)               | 5% (45)           | 7% (64)                | 7% (66)                  | 12% (112)              | 33% (312)                     | 30% (285)               | 945     |

Continued on next page



**Table CMS2\_5:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to an amusement park

| Demographic                           | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|---------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                                | 7% (159)                 | 4% (95)              | 6% (122)                  | 6% (123)                       | 12% (257)                 | 39% (864)                           | 26% (579)                  | 2200    |
| 2012 Vote: Barack Obama               | 4% (34)                  | 4% (28)              | 3% (27)                   | 5% (38)                        | 10% (78)                  | 50% (394)                           | 24% (185)                  | 785     |
| 2012 Vote: Mitt Romney                | 12% (58)                 | 5% (25)              | 6% (29)                   | 4% (22)                        | 15% (73)                  | 37% (183)                           | 22% (107)                  | 496     |
| 2012 Vote: Other                      | 12% (10)                 | 4% (3)               | 8% (7)                    | 4% (3)                         | 7% (6)                    | 31% (26)                            | 34% (28)                   | 83      |
| 2012 Vote: Didn't Vote                | 7% (56)                  | 5% (39)              | 7% (60)                   | 7% (59)                        | 12% (101)                 | 31% (258)                           | 31% (258)                  | 831     |
| 4-Region: Northeast                   | 8% (30)                  | 5% (19)              | 5% (21)                   | 5% (19)                        | 10% (38)                  | 45% (177)                           | 23% (89)                   | 394     |
| 4-Region: Midwest                     | 8% (37)                  | 4% (16)              | 5% (23)                   | 5% (24)                        | 10% (48)                  | 41% (190)                           | 27% (124)                  | 462     |
| 4-Region: South                       | 8% (69)                  | 5% (39)              | 5% (44)                   | 5% (43)                        | 11% (92)                  | 35% (288)                           | 30% (248)                  | 824     |
| 4-Region: West                        | 4% (23)                  | 4% (20)              | 7% (35)                   | 7% (37)                        | 15% (79)                  | 40% (209)                           | 23% (118)                  | 520     |
| Frequent Flyer                        | 10% (26)                 | 6% (17)              | 7% (19)                   | 4% (12)                        | 13% (36)                  | 44% (120)                           | 16% (43)                   | 273     |
| International Travel                  | 7% (30)                  | 6% (26)              | 7% (31)                   | 7% (30)                        | 16% (69)                  | 42% (177)                           | 14% (57)                   | 420     |
| Sports fans                           | 8% (111)                 | 5% (71)              | 6% (94)                   | 7% (104)                       | 12% (177)                 | 39% (575)                           | 22% (325)                  | 1457    |
| Heard a lot/some about new H1N1       | 7% (70)                  | 5% (48)              | 6% (64)                   | 5% (50)                        | 12% (123)                 | 42% (419)                           | 22% (223)                  | 997     |
| Heard not much/nothing about new H1N1 | 7% (89)                  | 4% (48)              | 5% (58)                   | 6% (72)                        | 11% (134)                 | 37% (445)                           | 30% (357)                  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_6:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a party or social event

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 12% (255)             | 7% (144)          | 9% (193)               | 8% (183)                 | 11% (248)              | 32% (708)                     | 21% (468)               | 2200    |
| Gender: Male             | 14% (149)             | 7% (72)           | 9% (96)                | 9% (100)                 | 11% (118)              | 31% (329)                     | 19% (197)               | 1062    |
| Gender: Female           | 9% (106)              | 6% (72)           | 9% (97)                | 7% (82)                  | 11% (130)              | 33% (379)                     | 24% (272)               | 1138    |
| Age: 18-34               | 13% (87)              | 7% (45)           | 13% (84)               | 10% (68)                 | 10% (69)               | 23% (154)                     | 23% (149)               | 655     |
| Age: 35-44               | 17% (60)              | 6% (22)           | 8% (30)                | 8% (29)                  | 10% (35)               | 30% (106)                     | 21% (76)                | 358     |
| Age: 45-64               | 11% (80)              | 7% (53)           | 8% (61)                | 7% (55)                  | 9% (71)                | 37% (279)                     | 20% (152)               | 751     |
| Age: 65+                 | 7% (29)               | 6% (25)           | 4% (19)                | 7% (31)                  | 17% (73)               | 39% (170)                     | 21% (91)                | 436     |
| GenZers: 1997-2012       | 15% (53)              | 7% (23)           | 13% (43)               | 7% (25)                  | 11% (36)               | 20% (69)                      | 27% (90)                | 340     |
| Millennials: 1981-1996   | 13% (66)              | 7% (36)           | 11% (55)               | 11% (56)                 | 10% (52)               | 27% (134)                     | 19% (94)                | 492     |
| GenXers: 1965-1980       | 13% (69)              | 6% (35)           | 7% (37)                | 9% (47)                  | 9% (50)                | 33% (178)                     | 23% (123)               | 539     |
| Baby Boomers: 1946-1964  | 8% (61)               | 6% (46)           | 7% (56)                | 6% (48)                  | 14% (105)              | 39% (292)                     | 19% (143)               | 752     |
| PID: Dem (no lean)       | 6% (53)               | 4% (32)           | 9% (78)                | 8% (66)                  | 12% (101)              | 40% (331)                     | 20% (161)               | 823     |
| PID: Ind (no lean)       | 11% (81)              | 8% (55)           | 8% (61)                | 7% (52)                  | 10% (75)               | 30% (219)                     | 25% (177)               | 720     |
| PID: Rep (no lean)       | 18% (120)             | 9% (57)           | 8% (54)                | 10% (64)                 | 11% (72)               | 24% (158)                     | 20% (131)               | 657     |
| PID/Gender: Dem Men      | 10% (35)              | 3% (11)           | 7% (27)                | 9% (34)                  | 13% (46)               | 42% (150)                     | 16% (57)                | 360     |
| PID/Gender: Dem Women    | 4% (18)               | 5% (21)           | 11% (51)               | 7% (33)                  | 12% (55)               | 39% (181)                     | 22% (103)               | 462     |
| PID/Gender: Ind Men      | 12% (45)              | 8% (27)           | 8% (30)                | 9% (32)                  | 10% (36)               | 29% (106)                     | 24% (85)                | 362     |
| PID/Gender: Ind Women    | 10% (36)              | 8% (28)           | 9% (31)                | 6% (20)                  | 11% (39)               | 32% (113)                     | 26% (91)                | 358     |
| PID/Gender: Rep Men      | 20% (69)              | 10% (34)          | 12% (39)               | 10% (35)                 | 11% (36)               | 21% (72)                      | 16% (54)                | 339     |
| PID/Gender: Rep Women    | 16% (52)              | 7% (23)           | 5% (15)                | 9% (30)                  | 11% (36)               | 27% (85)                      | 24% (77)                | 318     |
| Ideo: Liberal (1-3)      | 7% (42)               | 5% (35)           | 9% (57)                | 9% (59)                  | 14% (90)               | 40% (258)                     | 16% (103)               | 644     |
| Ideo: Moderate (4)       | 11% (62)              | 4% (22)           | 8% (44)                | 8% (48)                  | 11% (63)               | 36% (208)                     | 22% (126)               | 572     |
| Ideo: Conservative (5-7) | 18% (128)             | 11% (79)          | 10% (73)               | 9% (65)                  | 11% (77)               | 25% (181)                     | 17% (122)               | 724     |
| Educ: < College          | 12% (176)             | 6% (85)           | 10% (145)              | 7% (104)                 | 10% (145)              | 31% (471)                     | 26% (387)               | 1512    |
| Educ: Bachelors degree   | 12% (53)              | 9% (39)           | 7% (29)                | 13% (59)                 | 13% (59)               | 34% (149)                     | 13% (56)                | 444     |
| Educ: Post-grad          | 11% (26)              | 9% (21)           | 8% (18)                | 8% (20)                  | 18% (44)               | 36% (88)                      | 11% (26)                | 244     |
| Income: Under 50k        | 11% (133)             | 5% (65)           | 9% (101)               | 7% (80)                  | 9% (103)               | 32% (375)                     | 28% (331)               | 1189    |
| Income: 50k-100k         | 12% (79)              | 7% (47)           | 9% (62)                | 10% (64)                 | 16% (104)              | 32% (212)                     | 14% (95)                | 662     |
| Income: 100k+            | 12% (44)              | 9% (32)           | 9% (30)                | 11% (39)                 | 12% (41)               | 35% (122)                     | 12% (42)                | 349     |
| Ethnicity: White         | 12% (215)             | 8% (131)          | 9% (148)               | 8% (141)                 | 12% (200)              | 32% (558)                     | 19% (329)               | 1722    |

Continued on next page

**Table CMS2\_6:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going to a party or social event

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 12% (255)                | 7% (144)             | 9% (193)                  | 8% (183)                       | 11% (248)                 | 32% (708)                           | 21% (468)                  | 2200    |
| Ethnicity: Hispanic               | 14% (49)                 | 4% (14)              | 13% (45)                  | 8% (26)                        | 8% (30)                   | 31% (108)                           | 22% (77)                   | 349     |
| Ethnicity: Afr. Am.               | 8% (22)                  | 3% (8)               | 7% (20)                   | 10% (26)                       | 8% (23)                   | 33% (91)                            | 31% (84)                   | 274     |
| Ethnicity: Other                  | 9% (18)                  | 3% (6)               | 12% (25)                  | 8% (16)                        | 12% (25)                  | 29% (59)                            | 27% (55)                   | 204     |
| All Christian                     | 12% (123)                | 7% (76)              | 9% (87)                   | 9% (90)                        | 12% (125)                 | 33% (342)                           | 18% (186)                  | 1029    |
| All Non-Christian                 | 7% (9)                   | 6% (7)               | 11% (14)                  | 8% (10)                        | 15% (18)                  | 38% (47)                            | 15% (18)                   | 122     |
| Atheist                           | 8% (11)                  | 6% (8)               | 12% (16)                  | 7% (9)                         | 10% (14)                  | 38% (50)                            | 19% (25)                   | 133     |
| Agnostic/Nothing in particular    | 9% (48)                  | 4% (23)              | 8% (44)                   | 8% (45)                        | 11% (59)                  | 32% (167)                           | 27% (141)                  | 526     |
| Something Else                    | 16% (64)                 | 8% (30)              | 8% (32)                   | 8% (30)                        | 8% (33)                   | 26% (103)                           | 25% (98)                   | 391     |
| Religious Non-Protestant/Catholic | 7% (11)                  | 5% (8)               | 11% (17)                  | 10% (15)                       | 13% (21)                  | 37% (58)                            | 16% (26)                   | 156     |
| Evangelical                       | 16% (89)                 | 9% (48)              | 10% (55)                  | 9% (49)                        | 9% (49)                   | 27% (149)                           | 22% (122)                  | 560     |
| Non-Evangelical                   | 12% (94)                 | 7% (57)              | 7% (61)                   | 8% (65)                        | 13% (104)                 | 35% (281)                           | 18% (148)                  | 809     |
| Community: Urban                  | 10% (57)                 | 5% (29)              | 10% (60)                  | 10% (58)                       | 11% (63)                  | 34% (202)                           | 21% (125)                  | 594     |
| Community: Suburban               | 12% (123)                | 7% (78)              | 8% (86)                   | 8% (85)                        | 13% (134)                 | 33% (340)                           | 19% (198)                  | 1045    |
| Community: Rural                  | 13% (75)                 | 7% (37)              | 8% (47)                   | 7% (40)                        | 9% (51)                   | 30% (166)                           | 26% (145)                  | 560     |
| Employ: Private Sector            | 14% (87)                 | 7% (45)              | 10% (59)                  | 11% (66)                       | 14% (83)                  | 31% (190)                           | 14% (84)                   | 613     |
| Employ: Government                | 11% (17)                 | 9% (13)              | 8% (13)                   | 9% (14)                        | 11% (17)                  | 34% (53)                            | 18% (27)                   | 154     |
| Employ: Self-Employed             | 17% (30)                 | 5% (10)              | 6% (10)                   | 12% (21)                       | 10% (18)                  | 37% (66)                            | 13% (23)                   | 177     |
| Employ: Homemaker                 | 16% (22)                 | 4% (5)               | 3% (4)                    | 6% (9)                         | 8% (10)                   | 34% (46)                            | 30% (40)                   | 135     |
| Employ: Retired                   | 6% (30)                  | 7% (34)              | 6% (28)                   | 6% (32)                        | 14% (68)                  | 40% (197)                           | 21% (103)                  | 492     |
| Employ: Unemployed                | 10% (32)                 | 5% (16)              | 13% (42)                  | 5% (17)                        | 8% (25)                   | 26% (83)                            | 34% (108)                  | 323     |
| Employ: Other                     | 13% (18)                 | 6% (8)               | 9% (13)                   | 6% (8)                         | 8% (12)                   | 30% (41)                            | 28% (39)                   | 140     |
| Military HH: Yes                  | 13% (44)                 | 9% (30)              | 7% (23)                   | 8% (27)                        | 11% (39)                  | 32% (111)                           | 20% (68)                   | 343     |
| Military HH: No                   | 11% (212)                | 6% (115)             | 9% (170)                  | 8% (156)                       | 11% (209)                 | 32% (597)                           | 22% (400)                  | 1857    |
| RD/WT: Right Direction            | 19% (112)                | 9% (54)              | 9% (54)                   | 10% (57)                       | 10% (57)                  | 23% (136)                           | 19% (113)                  | 583     |
| RD/WT: Wrong Track                | 9% (143)                 | 6% (90)              | 9% (139)                  | 8% (126)                       | 12% (191)                 | 35% (573)                           | 22% (356)                  | 1617    |
| Trump Job Approve                 | 19% (162)                | 10% (85)             | 8% (72)                   | 8% (70)                        | 11% (95)                  | 24% (202)                           | 19% (160)                  | 845     |
| Trump Job Disapprove              | 7% (89)                  | 4% (56)              | 9% (116)                  | 9% (111)                       | 12% (150)                 | 39% (490)                           | 20% (255)                  | 1268    |

Continued on next page

**Table CMS2\_6:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a party or social event

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 12% (255)             | 7% (144)          | 9% (193)               | 8% (183)                 | 11% (248)              | 32% (708)                     | 21% (468)               | 2200    |
| Trump Job Strongly Approve           | 23% (107)             | 10% (47)          | 8% (36)                | 8% (38)                  | 8% (36)                | 22% (104)                     | 21% (98)                | 464     |
| Trump Job Somewhat Approve           | 14% (55)              | 10% (38)          | 9% (36)                | 8% (32)                  | 16% (59)               | 26% (98)                      | 16% (63)                | 381     |
| Trump Job Somewhat Disapprove        | 9% (21)               | 6% (14)           | 9% (21)                | 13% (29)                 | 13% (30)               | 34% (78)                      | 16% (36)                | 230     |
| Trump Job Strongly Disapprove        | 7% (68)               | 4% (42)           | 9% (95)                | 8% (82)                  | 12% (120)              | 40% (412)                     | 21% (219)               | 1037    |
| Favorable of Trump                   | 20% (166)             | 10% (82)          | 9% (75)                | 8% (69)                  | 11% (86)               | 23% (191)                     | 18% (145)               | 814     |
| Unfavorable of Trump                 | 6% (78)               | 5% (60)           | 9% (116)               | 9% (112)                 | 12% (158)              | 39% (500)                     | 20% (253)               | 1278    |
| Very Favorable of Trump              | 23% (108)             | 10% (46)          | 8% (39)                | 9% (40)                  | 8% (36)                | 23% (105)                     | 19% (90)                | 465     |
| Somewhat Favorable of Trump          | 17% (58)              | 10% (36)          | 10% (36)               | 8% (29)                  | 14% (50)               | 24% (85)                      | 16% (55)                | 349     |
| Somewhat Unfavorable of Trump        | 9% (18)               | 10% (20)          | 7% (14)                | 14% (30)                 | 11% (22)               | 37% (75)                      | 13% (28)                | 205     |
| Very Unfavorable of Trump            | 6% (61)               | 4% (40)           | 10% (102)              | 8% (82)                  | 13% (136)              | 40% (425)                     | 21% (225)               | 1072    |
| #1 Issue: Economy                    | 15% (108)             | 8% (58)           | 10% (72)               | 9% (67)                  | 12% (85)               | 28% (202)                     | 18% (130)               | 722     |
| #1 Issue: Security                   | 17% (44)              | 9% (23)           | 6% (17)                | 10% (26)                 | 13% (33)               | 22% (59)                      | 24% (62)                | 263     |
| #1 Issue: Health Care                | 4% (19)               | 5% (20)           | 9% (39)                | 9% (39)                  | 9% (40)                | 46% (198)                     | 17% (73)                | 427     |
| #1 Issue: Medicare / Social Security | 7% (21)               | 5% (14)           | 9% (24)                | 5% (14)                  | 12% (35)               | 38% (106)                     | 24% (68)                | 282     |
| #1 Issue: Women's Issues             | 10% (11)              | 5% (5)            | 9% (10)                | 14% (15)                 | 14% (16)               | 23% (26)                      | 25% (28)                | 111     |
| #1 Issue: Education                  | 13% (17)              | 13% (17)          | 14% (19)               | 7% (9)                   | 7% (9)                 | 13% (18)                      | 33% (43)                | 132     |
| #1 Issue: Energy                     | 24% (21)              | 1% (1)            | 3% (3)                 | 7% (6)                   | 13% (12)               | 36% (31)                      | 16% (14)                | 88      |
| #1 Issue: Other                      | 9% (15)               | 4% (7)            | 5% (10)                | 3% (6)                   | 11% (19)               | 39% (69)                      | 28% (50)                | 175     |
| 2018 House Vote: Democrat            | 5% (40)               | 3% (22)           | 9% (70)                | 7% (56)                  | 12% (94)               | 43% (325)                     | 20% (152)               | 760     |
| 2018 House Vote: Republican          | 20% (121)             | 11% (67)          | 8% (47)                | 11% (67)                 | 12% (72)               | 25% (152)                     | 15% (90)                | 616     |
| 2018 House Vote: Someone else        | 10% (7)               | 6% (4)            | 5% (4)                 | 8% (6)                   | 7% (5)                 | 38% (26)                      | 26% (18)                | 70      |
| 2016 Vote: Hillary Clinton           | 5% (35)               | 3% (23)           | 7% (50)                | 8% (58)                  | 13% (87)               | 43% (295)                     | 20% (140)               | 689     |
| 2016 Vote: Donald Trump              | 19% (122)             | 10% (69)          | 9% (60)                | 9% (60)                  | 13% (84)               | 25% (165)                     | 15% (98)                | 658     |
| 2016 Vote: Other                     | 11% (17)              | 4% (6)            | 9% (14)                | 7% (11)                  | 9% (14)                | 41% (64)                      | 21% (32)                | 157     |
| 2016 Vote: Didn't Vote               | 12% (81)              | 7% (46)           | 10% (69)               | 8% (54)                  | 9% (63)                | 27% (185)                     | 28% (198)               | 696     |
| Voted in 2014: Yes                   | 12% (145)             | 7% (86)           | 8% (97)                | 9% (109)                 | 12% (154)              | 36% (458)                     | 16% (206)               | 1255    |
| Voted in 2014: No                    | 12% (110)             | 6% (58)           | 10% (96)               | 8% (74)                  | 10% (94)               | 27% (251)                     | 28% (262)               | 945     |

Continued on next page

**Table CMS2\_6:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a party or social event

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 12% (255)             | 7% (144)          | 9% (193)               | 8% (183)                 | 11% (248)              | 32% (708)                     | 21% (468)               | 2200    |
| 2012 Vote: Barack Obama               | 7% (52)               | 4% (29)           | 8% (64)                | 8% (64)                  | 12% (97)               | 43% (338)                     | 18% (141)               | 785     |
| 2012 Vote: Mitt Romney                | 16% (79)              | 11% (56)          | 8% (37)                | 9% (44)                  | 14% (69)               | 29% (144)                     | 14% (68)                | 496     |
| 2012 Vote: Other                      | 21% (18)              | 10% (8)           | 3% (3)                 | 6% (5)                   | 7% (6)                 | 29% (24)                      | 24% (20)                | 83      |
| 2012 Vote: Didn't Vote                | 13% (106)             | 6% (52)           | 11% (89)               | 8% (69)                  | 9% (76)                | 24% (200)                     | 29% (238)               | 831     |
| 4-Region: Northeast                   | 12% (47)              | 7% (28)           | 7% (28)                | 11% (42)                 | 12% (46)               | 33% (130)                     | 18% (72)                | 394     |
| 4-Region: Midwest                     | 13% (60)              | 8% (36)           | 6% (29)                | 8% (36)                  | 11% (53)               | 33% (152)                     | 21% (96)                | 462     |
| 4-Region: South                       | 13% (106)             | 7% (54)           | 9% (76)                | 6% (53)                  | 10% (79)               | 31% (253)                     | 25% (202)               | 824     |
| 4-Region: West                        | 8% (41)               | 5% (26)           | 11% (59)               | 10% (52)                 | 14% (70)               | 33% (173)                     | 19% (98)                | 520     |
| Frequent Flyer                        | 14% (38)              | 10% (27)          | 9% (24)                | 11% (31)                 | 14% (38)               | 28% (77)                      | 15% (40)                | 273     |
| International Travel                  | 11% (48)              | 10% (41)          | 9% (37)                | 12% (50)                 | 15% (64)               | 31% (132)                     | 12% (49)                | 420     |
| Sports fans                           | 13% (187)             | 7% (108)          | 10% (152)              | 9% (137)                 | 12% (182)              | 31% (452)                     | 16% (239)               | 1457    |
| Heard a lot/some about new H1N1       | 11% (111)             | 6% (57)           | 10% (102)              | 8% (82)                  | 12% (123)              | 34% (343)                     | 18% (178)               | 997     |
| Heard not much/nothing about new H1N1 | 12% (144)             | 7% (88)           | 8% (91)                | 8% (101)                 | 10% (125)              | 30% (365)                     | 24% (290)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_7: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to a religious gathering or meeting

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 14% (300)             | 6% (134)          | 7% (156)               | 7% (157)                 | 9% (200)               | 28% (610)                     | 29% (642)               | 2200    |
| Gender: Male             | 15% (159)             | 7% (72)           | 7% (76)                | 7% (77)                  | 9% (95)                | 26% (274)                     | 29% (308)               | 1062    |
| Gender: Female           | 12% (141)             | 5% (62)           | 7% (81)                | 7% (80)                  | 9% (105)               | 29% (335)                     | 29% (334)               | 1138    |
| Age: 18-34               | 10% (66)              | 6% (37)           | 9% (61)                | 9% (60)                  | 9% (62)                | 24% (156)                     | 33% (214)               | 655     |
| Age: 35-44               | 15% (52)              | 7% (24)           | 7% (25)                | 5% (20)                  | 9% (32)                | 29% (102)                     | 29% (102)               | 358     |
| Age: 45-64               | 15% (116)             | 6% (44)           | 5% (40)                | 6% (43)                  | 8% (62)                | 30% (229)                     | 29% (216)               | 751     |
| Age: 65+                 | 15% (66)              | 7% (29)           | 7% (30)                | 8% (34)                  | 10% (45)               | 28% (122)                     | 25% (109)               | 436     |
| GenZers: 1997-2012       | 11% (36)              | 2% (7)            | 9% (31)                | 10% (34)                 | 10% (34)               | 22% (74)                      | 36% (123)               | 340     |
| Millennials: 1981-1996   | 12% (57)              | 9% (46)           | 8% (41)                | 7% (34)                  | 8% (38)                | 27% (134)                     | 29% (141)               | 492     |
| GenXers: 1965-1980       | 14% (77)              | 6% (30)           | 6% (33)                | 5% (29)                  | 9% (50)                | 29% (155)                     | 31% (165)               | 539     |
| Baby Boomers: 1946-1964  | 15% (112)             | 6% (48)           | 6% (45)                | 7% (54)                  | 9% (71)                | 29% (221)                     | 27% (201)               | 752     |
| PID: Dem (no lean)       | 6% (48)               | 4% (30)           | 7% (58)                | 7% (56)                  | 10% (80)               | 37% (307)                     | 30% (243)               | 823     |
| PID: Ind (no lean)       | 12% (88)              | 4% (31)           | 8% (55)                | 8% (56)                  | 8% (60)                | 25% (182)                     | 34% (247)               | 720     |
| PID: Rep (no lean)       | 25% (164)             | 11% (73)          | 7% (43)                | 7% (44)                  | 9% (60)                | 18% (121)                     | 23% (152)               | 657     |
| PID/Gender: Dem Men      | 8% (29)               | 3% (11)           | 6% (23)                | 5% (19)                  | 13% (46)               | 35% (124)                     | 30% (109)               | 360     |
| PID/Gender: Dem Women    | 4% (19)               | 4% (19)           | 8% (36)                | 8% (37)                  | 7% (34)                | 39% (182)                     | 29% (135)               | 462     |
| PID/Gender: Ind Men      | 13% (47)              | 5% (19)           | 7% (26)                | 8% (31)                  | 5% (19)                | 26% (93)                      | 35% (128)               | 362     |
| PID/Gender: Ind Women    | 12% (41)              | 3% (12)           | 8% (29)                | 7% (26)                  | 11% (41)               | 25% (90)                      | 33% (119)               | 358     |
| PID/Gender: Rep Men      | 25% (84)              | 12% (42)          | 8% (27)                | 8% (27)                  | 9% (30)                | 17% (57)                      | 21% (72)                | 339     |
| PID/Gender: Rep Women    | 25% (80)              | 10% (31)          | 5% (16)                | 5% (17)                  | 9% (30)                | 20% (63)                      | 25% (80)                | 318     |
| Ideo: Liberal (1-3)      | 5% (30)               | 6% (36)           | 7% (46)                | 6% (41)                  | 9% (61)                | 40% (259)                     | 27% (171)               | 644     |
| Ideo: Moderate (4)       | 11% (65)              | 3% (18)           | 7% (38)                | 8% (44)                  | 10% (57)               | 31% (175)                     | 31% (175)               | 572     |
| Ideo: Conservative (5-7) | 26% (186)             | 10% (74)          | 7% (53)                | 8% (56)                  | 9% (68)                | 18% (129)                     | 22% (157)               | 724     |
| Educ: < College          | 13% (199)             | 5% (81)           | 7% (100)               | 7% (100)                 | 8% (126)               | 26% (389)                     | 34% (516)               | 1512    |
| Educ: Bachelors degree   | 15% (67)              | 7% (29)           | 9% (39)                | 7% (32)                  | 11% (48)               | 30% (134)                     | 21% (94)                | 444     |
| Educ: Post-grad          | 14% (34)              | 10% (24)          | 7% (16)                | 10% (25)                 | 11% (26)               | 35% (86)                      | 13% (32)                | 244     |
| Income: Under 50k        | 13% (158)             | 5% (61)           | 7% (88)                | 6% (70)                  | 7% (89)                | 26% (313)                     | 34% (410)               | 1189    |
| Income: 50k-100k         | 14% (94)              | 7% (46)           | 7% (44)                | 9% (61)                  | 11% (72)               | 28% (186)                     | 24% (160)               | 662     |
| Income: 100k+            | 14% (49)              | 8% (27)           | 7% (24)                | 8% (26)                  | 11% (40)               | 32% (111)                     | 21% (72)                | 349     |
| Ethnicity: White         | 16% (272)             | 7% (120)          | 7% (114)               | 7% (123)                 | 8% (146)               | 28% (474)                     | 27% (472)               | 1722    |

Continued on next page

**Table CMS2\_7: Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going to a religious gathering or meeting**

| Demographic                       | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|-----------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                            | 14% (300)             | 6% (134)          | 7% (156)               | 7% (157)                 | 9% (200)               | 28% (610)                     | 29% (642)               | 2200    |
| Ethnicity: Hispanic               | 9% (32)               | 5% (19)           | 9% (30)                | 8% (30)                  | 9% (32)                | 24% (85)                      | 35% (122)               | 349     |
| Ethnicity: Afr. Am.               | 6% (16)               | 4% (10)           | 9% (26)                | 4% (10)                  | 13% (36)               | 28% (78)                      | 36% (99)                | 274     |
| Ethnicity: Other                  | 6% (12)               | 2% (5)            | 8% (16)                | 12% (24)                 | 9% (19)                | 28% (58)                      | 35% (71)                | 204     |
| All Christian                     | 17% (178)             | 9% (93)           | 8% (82)                | 9% (89)                  | 10% (105)              | 26% (267)                     | 21% (214)               | 1029    |
| All Non-Christian                 | 3% (4)                | 5% (6)            | 7% (9)                 | 10% (12)                 | 17% (21)               | 39% (48)                      | 18% (22)                | 122     |
| Atheist                           | 3% (5)                | — (0)             | 6% (8)                 | 4% (5)                   | 6% (9)                 | 35% (47)                      | 45% (60)                | 133     |
| Agnostic/Nothing in particular    | 5% (27)               | 3% (13)           | 5% (27)                | 4% (24)                  | 5% (28)                | 30% (159)                     | 47% (248)               | 526     |
| Something Else                    | 22% (87)              | 6% (23)           | 8% (30)                | 7% (27)                  | 10% (38)               | 23% (89)                      | 25% (98)                | 391     |
| Religious Non-Protestant/Catholic | 7% (11)               | 8% (12)           | 7% (11)                | 10% (16)                 | 15% (24)               | 33% (52)                      | 19% (30)                | 156     |
| Evangelical                       | 28% (154)             | 11% (61)          | 9% (51)                | 7% (39)                  | 9% (52)                | 20% (109)                     | 17% (94)                | 560     |
| Non-Evangelical                   | 13% (102)             | 6% (48)           | 7% (58)                | 9% (70)                  | 11% (87)               | 30% (240)                     | 25% (205)               | 809     |
| Community: Urban                  | 11% (65)              | 7% (40)           | 8% (48)                | 6% (37)                  | 9% (56)                | 30% (179)                     | 28% (169)               | 594     |
| Community: Suburban               | 13% (141)             | 6% (63)           | 6% (66)                | 8% (87)                  | 9% (96)                | 30% (312)                     | 27% (280)               | 1045    |
| Community: Rural                  | 17% (94)              | 6% (31)           | 8% (42)                | 6% (34)                  | 9% (48)                | 21% (119)                     | 34% (193)               | 560     |
| Employ: Private Sector            | 16% (98)              | 8% (49)           | 8% (51)                | 7% (40)                  | 9% (58)                | 30% (182)                     | 22% (135)               | 613     |
| Employ: Government                | 12% (19)              | 7% (10)           | 8% (13)                | 10% (15)                 | 10% (15)               | 29% (44)                      | 24% (37)                | 154     |
| Employ: Self-Employed             | 14% (25)              | 7% (12)           | 7% (13)                | 10% (18)                 | 13% (22)               | 27% (48)                      | 21% (38)                | 177     |
| Employ: Homemaker                 | 15% (20)              | 4% (6)            | 3% (4)                 | 4% (5)                   | 8% (10)                | 30% (41)                      | 37% (50)                | 135     |
| Employ: Retired                   | 14% (70)              | 8% (39)           | 6% (30)                | 6% (31)                  | 10% (50)               | 28% (138)                     | 27% (133)               | 492     |
| Employ: Unemployed                | 10% (32)              | 3% (10)           | 6% (20)                | 7% (22)                  | 5% (15)                | 28% (92)                      | 41% (133)               | 323     |
| Employ: Other                     | 15% (21)              | 1% (1)            | 7% (10)                | 6% (8)                   | 8% (11)                | 19% (27)                      | 44% (62)                | 140     |
| Military HH: Yes                  | 18% (62)              | 6% (21)           | 7% (24)                | 10% (34)                 | 10% (34)               | 24% (83)                      | 25% (85)                | 343     |
| Military HH: No                   | 13% (238)             | 6% (113)          | 7% (133)               | 7% (123)                 | 9% (167)               | 28% (527)                     | 30% (557)               | 1857    |
| RD/WT: Right Direction            | 24% (139)             | 10% (60)          | 9% (54)                | 7% (40)                  | 8% (49)                | 17% (100)                     | 24% (142)               | 583     |
| RD/WT: Wrong Track                | 10% (161)             | 5% (74)           | 6% (102)               | 7% (117)                 | 9% (152)               | 32% (510)                     | 31% (501)               | 1617    |
| Trump Job Approve                 | 26% (216)             | 9% (80)           | 7% (60)                | 7% (62)                  | 9% (73)                | 16% (139)                     | 25% (215)               | 845     |
| Trump Job Disapprove              | 6% (76)               | 4% (51)           | 7% (91)                | 7% (92)                  | 10% (125)              | 36% (456)                     | 30% (377)               | 1268    |

Continued on next page

**Table CMS2\_7: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to a religious gathering or meeting

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 14% (300)             | 6% (134)          | 7% (156)               | 7% (157)                 | 9% (200)               | 28% (610)                     | 29% (642)               | 2200    |
| Trump Job Strongly Approve           | 31% (142)             | 11% (51)          | 7% (35)                | 6% (27)                  | 7% (34)                | 14% (66)                      | 24% (109)               | 464     |
| Trump Job Somewhat Approve           | 19% (74)              | 8% (29)           | 7% (25)                | 9% (35)                  | 10% (38)               | 19% (74)                      | 28% (106)               | 381     |
| Trump Job Somewhat Disapprove        | 9% (20)               | 8% (19)           | 12% (27)               | 8% (18)                  | 14% (32)               | 26% (60)                      | 24% (54)                | 230     |
| Trump Job Strongly Disapprove        | 5% (56)               | 3% (32)           | 6% (64)                | 7% (74)                  | 9% (93)                | 38% (396)                     | 31% (322)               | 1037    |
| Favorable of Trump                   | 27% (222)             | 10% (83)          | 8% (61)                | 7% (60)                  | 8% (65)                | 17% (137)                     | 23% (186)               | 814     |
| Unfavorable of Trump                 | 6% (76)               | 4% (46)           | 7% (89)                | 7% (92)                  | 10% (132)              | 36% (463)                     | 30% (380)               | 1278    |
| Very Favorable of Trump              | 31% (145)             | 12% (57)          | 9% (40)                | 6% (28)                  | 7% (32)                | 14% (65)                      | 21% (97)                | 465     |
| Somewhat Favorable of Trump          | 22% (77)              | 7% (25)           | 6% (21)                | 9% (32)                  | 9% (33)                | 21% (72)                      | 26% (90)                | 349     |
| Somewhat Unfavorable of Trump        | 10% (21)              | 8% (17)           | 9% (18)                | 7% (14)                  | 14% (30)               | 28% (58)                      | 23% (47)                | 205     |
| Very Unfavorable of Trump            | 5% (55)               | 3% (28)           | 7% (72)                | 7% (78)                  | 10% (102)              | 38% (404)                     | 31% (333)               | 1072    |
| #1 Issue: Economy                    | 16% (118)             | 8% (55)           | 8% (58)                | 7% (52)                  | 10% (69)               | 26% (189)                     | 25% (182)               | 722     |
| #1 Issue: Security                   | 22% (58)              | 9% (24)           | 9% (24)                | 6% (15)                  | 10% (26)               | 15% (39)                      | 29% (77)                | 263     |
| #1 Issue: Health Care                | 6% (26)               | 5% (20)           | 7% (31)                | 6% (27)                  | 9% (36)                | 40% (171)                     | 27% (115)               | 427     |
| #1 Issue: Medicare / Social Security | 12% (34)              | 7% (20)           | 6% (16)                | 9% (25)                  | 8% (22)                | 31% (86)                      | 28% (79)                | 282     |
| #1 Issue: Women's Issues             | 7% (8)                | 2% (2)            | 7% (7)                 | 9% (10)                  | 12% (13)               | 25% (28)                      | 38% (42)                | 111     |
| #1 Issue: Education                  | 10% (13)              | 4% (5)            | 8% (11)                | 14% (18)                 | 4% (5)                 | 15% (19)                      | 46% (61)                | 132     |
| #1 Issue: Energy                     | 21% (18)              | 3% (2)            | 1% (1)                 | 6% (5)                   | 13% (12)               | 26% (23)                      | 31% (27)                | 88      |
| #1 Issue: Other                      | 14% (25)              | 4% (7)            | 6% (10)                | 3% (5)                   | 9% (17)                | 31% (54)                      | 33% (59)                | 175     |
| 2018 House Vote: Democrat            | 5% (36)               | 4% (28)           | 7% (53)                | 6% (48)                  | 11% (82)               | 39% (295)                     | 29% (218)               | 760     |
| 2018 House Vote: Republican          | 29% (177)             | 12% (73)          | 6% (39)                | 8% (50)                  | 8% (52)                | 18% (111)                     | 19% (114)               | 616     |
| 2018 House Vote: Someone else        | 6% (4)                | 2% (2)            | 5% (4)                 | 5% (4)                   | 10% (7)                | 35% (25)                      | 36% (25)                | 70      |
| 2016 Vote: Hillary Clinton           | 4% (30)               | 4% (30)           | 6% (40)                | 6% (42)                  | 11% (75)               | 40% (274)                     | 29% (198)               | 689     |
| 2016 Vote: Donald Trump              | 27% (180)             | 12% (76)          | 7% (44)                | 7% (49)                  | 9% (57)                | 19% (123)                     | 20% (129)               | 658     |
| 2016 Vote: Other                     | 11% (18)              | 3% (5)            | 3% (5)                 | 8% (12)                  | 9% (13)                | 35% (54)                      | 31% (49)                | 157     |
| 2016 Vote: Didn't Vote               | 10% (71)              | 3% (24)           | 10% (68)               | 8% (54)                  | 8% (55)                | 23% (158)                     | 38% (266)               | 696     |
| Voted in 2014: Yes                   | 16% (202)             | 7% (91)           | 6% (77)                | 7% (85)                  | 9% (116)               | 31% (386)                     | 24% (298)               | 1255    |
| Voted in 2014: No                    | 10% (99)              | 5% (43)           | 8% (79)                | 8% (72)                  | 9% (85)                | 24% (224)                     | 36% (344)               | 945     |

Continued on next page



**Table CMS2\_7:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a religious gathering or meeting

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 14% (300)             | 6% (134)          | 7% (156)               | 7% (157)                 | 9% (200)               | 28% (610)                     | 29% (642)               | 2200    |
| 2012 Vote: Barack Obama               | 7% (54)               | 5% (37)           | 5% (42)                | 7% (54)                  | 9% (72)                | 39% (307)                     | 28% (219)               | 785     |
| 2012 Vote: Mitt Romney                | 29% (142)             | 11% (56)          | 7% (34)                | 7% (35)                  | 10% (50)               | 19% (95)                      | 17% (84)                | 496     |
| 2012 Vote: Other                      | 19% (16)              | 5% (4)            | 6% (5)                 | 3% (3)                   | 5% (4)                 | 29% (24)                      | 32% (26)                | 83      |
| 2012 Vote: Didn't Vote                | 11% (88)              | 4% (37)           | 9% (74)                | 8% (66)                  | 9% (74)                | 22% (183)                     | 37% (309)               | 831     |
| 4-Region: Northeast                   | 12% (45)              | 7% (27)           | 6% (24)                | 6% (22)                  | 9% (36)                | 32% (127)                     | 29% (112)               | 394     |
| 4-Region: Midwest                     | 16% (74)              | 7% (30)           | 6% (28)                | 7% (31)                  | 10% (44)               | 29% (134)                     | 26% (119)               | 462     |
| 4-Region: South                       | 17% (144)             | 5% (41)           | 7% (55)                | 7% (60)                  | 10% (80)               | 22% (183)                     | 32% (261)               | 824     |
| 4-Region: West                        | 7% (36)               | 7% (36)           | 9% (49)                | 8% (44)                  | 8% (40)                | 32% (166)                     | 29% (149)               | 520     |
| Frequent Flyer                        | 12% (34)              | 8% (21)           | 7% (20)                | 11% (29)                 | 10% (28)               | 28% (76)                      | 24% (65)                | 273     |
| International Travel                  | 11% (47)              | 8% (33)           | 11% (45)               | 10% (42)                 | 13% (56)               | 30% (127)                     | 17% (71)                | 420     |
| Sports fans                           | 15% (212)             | 7% (105)          | 8% (120)               | 8% (124)                 | 10% (146)              | 26% (378)                     | 26% (374)               | 1457    |
| Heard a lot/some about new H1N1       | 13% (128)             | 5% (54)           | 7% (73)                | 8% (75)                  | 9% (88)                | 32% (323)                     | 26% (256)               | 997     |
| Heard not much/nothing about new H1N1 | 14% (172)             | 7% (81)           | 7% (83)                | 7% (82)                  | 9% (112)               | 24% (286)                     | 32% (386)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_8:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a work conference

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 9% (194)              | 5% (107)          | 6% (134)               | 7% (151)                 | 9% (203)               | 30% (660)                     | 34% (751)               | 2200    |
| Gender: Male             | 11% (113)             | 7% (73)           | 7% (71)                | 8% (83)                  | 10% (107)              | 28% (293)                     | 30% (322)               | 1062    |
| Gender: Female           | 7% (81)               | 3% (34)           | 6% (63)                | 6% (69)                  | 8% (96)                | 32% (367)                     | 38% (429)               | 1138    |
| Age: 18-34               | 11% (73)              | 8% (54)           | 9% (60)                | 8% (55)                  | 9% (59)                | 25% (161)                     | 30% (194)               | 655     |
| Age: 35-44               | 12% (43)              | 3% (11)           | 9% (31)                | 9% (33)                  | 13% (46)               | 24% (87)                      | 30% (107)               | 358     |
| Age: 45-64               | 8% (58)               | 5% (36)           | 5% (35)                | 5% (41)                  | 8% (62)                | 34% (258)                     | 35% (260)               | 751     |
| Age: 65+                 | 4% (19)               | 1% (6)            | 2% (8)                 | 5% (23)                  | 8% (36)                | 35% (154)                     | 44% (190)               | 436     |
| GenZers: 1997-2012       | 14% (46)              | 8% (26)           | 8% (26)                | 7% (24)                  | 7% (23)                | 24% (81)                      | 33% (113)               | 340     |
| Millennials: 1981-1996   | 10% (49)              | 7% (36)           | 9% (47)                | 9% (44)                  | 11% (56)               | 26% (127)                     | 27% (133)               | 492     |
| GenXers: 1965-1980       | 10% (53)              | 4% (23)           | 8% (43)                | 8% (42)                  | 9% (49)                | 30% (160)                     | 31% (169)               | 539     |
| Baby Boomers: 1946-1964  | 5% (41)               | 3% (22)           | 2% (17)                | 5% (38)                  | 10% (72)               | 35% (261)                     | 40% (301)               | 752     |
| PID: Dem (no lean)       | 6% (48)               | 2% (18)           | 7% (57)                | 9% (74)                  | 8% (69)                | 37% (307)                     | 30% (249)               | 823     |
| PID: Ind (no lean)       | 8% (54)               | 5% (33)           | 6% (40)                | 6% (43)                  | 10% (75)               | 28% (201)                     | 38% (273)               | 720     |
| PID: Rep (no lean)       | 14% (91)              | 9% (56)           | 6% (37)                | 5% (34)                  | 9% (59)                | 23% (151)                     | 35% (229)               | 657     |
| PID/Gender: Dem Men      | 8% (30)               | 3% (9)            | 8% (28)                | 12% (42)                 | 10% (36)               | 34% (123)                     | 26% (92)                | 360     |
| PID/Gender: Dem Women    | 4% (19)               | 2% (9)            | 6% (29)                | 7% (32)                  | 7% (33)                | 40% (184)                     | 34% (157)               | 462     |
| PID/Gender: Ind Men      | 9% (32)               | 5% (18)           | 7% (25)                | 5% (17)                  | 11% (38)               | 26% (95)                      | 38% (137)               | 362     |
| PID/Gender: Ind Women    | 6% (22)               | 4% (15)           | 4% (15)                | 7% (27)                  | 10% (37)               | 30% (106)                     | 38% (136)               | 358     |
| PID/Gender: Rep Men      | 15% (51)              | 14% (46)          | 5% (18)                | 7% (24)                  | 10% (33)               | 22% (74)                      | 27% (93)                | 339     |
| PID/Gender: Rep Women    | 12% (39)              | 3% (10)           | 6% (19)                | 3% (10)                  | 8% (26)                | 24% (77)                      | 43% (136)               | 318     |
| Ideo: Liberal (1-3)      | 5% (30)               | 5% (30)           | 6% (39)                | 9% (57)                  | 10% (66)               | 38% (245)                     | 28% (177)               | 644     |
| Ideo: Moderate (4)       | 10% (55)              | 2% (13)           | 4% (23)                | 6% (36)                  | 10% (58)               | 33% (189)                     | 35% (198)               | 572     |
| Ideo: Conservative (5-7) | 13% (94)              | 8% (58)           | 7% (54)                | 6% (41)                  | 9% (63)                | 24% (173)                     | 33% (240)               | 724     |
| Educ: < College          | 9% (130)              | 4% (66)           | 6% (88)                | 6% (91)                  | 8% (125)               | 27% (413)                     | 40% (600)               | 1512    |
| Educ: Bachelors degree   | 9% (40)               | 7% (30)           | 6% (28)                | 8% (36)                  | 11% (49)               | 35% (155)                     | 24% (107)               | 444     |
| Educ: Post-grad          | 10% (24)              | 5% (12)           | 7% (18)                | 10% (25)                 | 12% (29)               | 38% (92)                      | 18% (44)                | 244     |
| Income: Under 50k        | 8% (94)               | 4% (46)           | 7% (79)                | 6% (66)                  | 8% (93)                | 28% (328)                     | 41% (483)               | 1189    |
| Income: 50k-100k         | 10% (66)              | 6% (40)           | 5% (36)                | 9% (59)                  | 10% (66)               | 31% (205)                     | 29% (189)               | 662     |
| Income: 100k+            | 10% (33)              | 6% (21)           | 6% (19)                | 8% (26)                  | 12% (44)               | 36% (126)                     | 23% (79)                | 349     |
| Ethnicity: White         | 10% (169)             | 5% (91)           | 5% (90)                | 7% (112)                 | 9% (149)               | 31% (527)                     | 34% (584)               | 1722    |

Continued on next page

**Table CMS2\_8:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a work conference

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 9% (194)                 | 5% (107)             | 6% (134)                  | 7% (151)                       | 9% (203)                  | 30% (660)                           | 34% (751)                  | 2200    |
| Ethnicity: Hispanic               | 9% (33)                  | 9% (32)              | 8% (27)                   | 8% (29)                        | 8% (29)                   | 28% (98)                            | 29% (102)                  | 349     |
| Ethnicity: Afr. Am.               | 4% (12)                  | 1% (3)               | 10% (28)                  | 9% (25)                        | 11% (30)                  | 28% (76)                            | 36% (100)                  | 274     |
| Ethnicity: Other                  | 6% (12)                  | 6% (13)              | 8% (16)                   | 7% (15)                        | 12% (25)                  | 28% (57)                            | 33% (67)                   | 204     |
| All Christian                     | 9% (88)                  | 6% (65)              | 5% (49)                   | 7% (68)                        | 10% (104)                 | 31% (322)                           | 32% (332)                  | 1029    |
| All Non-Christian                 | 4% (5)                   | 5% (7)               | 8% (9)                    | 16% (20)                       | 8% (10)                   | 33% (40)                            | 26% (31)                   | 122     |
| Atheist                           | 5% (7)                   | 3% (4)               | 8% (10)                   | 4% (5)                         | 16% (21)                  | 31% (42)                            | 33% (44)                   | 133     |
| Agnostic/Nothing in particular    | 7% (36)                  | 4% (21)              | 8% (40)                   | 6% (31)                        | 9% (45)                   | 28% (146)                           | 39% (206)                  | 526     |
| Something Else                    | 15% (57)                 | 3% (10)              | 7% (26)                   | 7% (27)                        | 6% (23)                   | 28% (109)                           | 35% (138)                  | 391     |
| Religious Non-Protestant/Catholic | 5% (8)                   | 5% (9)               | 6% (10)                   | 14% (22)                       | 9% (14)                   | 31% (49)                            | 29% (46)                   | 156     |
| Evangelical                       | 13% (70)                 | 6% (33)              | 5% (29)                   | 5% (30)                        | 7% (42)                   | 29% (160)                           | 35% (197)                  | 560     |
| Non-Evangelical                   | 9% (70)                  | 5% (40)              | 5% (44)                   | 8% (63)                        | 10% (81)                  | 32% (260)                           | 31% (252)                  | 809     |
| Community: Urban                  | 8% (50)                  | 5% (31)              | 9% (51)                   | 9% (53)                        | 11% (66)                  | 29% (170)                           | 29% (173)                  | 594     |
| Community: Suburban               | 9% (94)                  | 5% (50)              | 5% (50)                   | 7% (72)                        | 9% (97)                   | 32% (334)                           | 33% (348)                  | 1045    |
| Community: Rural                  | 9% (50)                  | 5% (26)              | 6% (33)                   | 5% (27)                        | 7% (40)                   | 28% (156)                           | 41% (229)                  | 560     |
| Employ: Private Sector            | 13% (80)                 | 8% (47)              | 8% (52)                   | 8% (52)                        | 12% (71)                  | 33% (203)                           | 18% (109)                  | 613     |
| Employ: Government                | 9% (14)                  | 7% (10)              | 5% (8)                    | 13% (19)                       | 15% (24)                  | 29% (45)                            | 22% (34)                   | 154     |
| Employ: Self-Employed             | 10% (18)                 | 4% (7)               | 9% (16)                   | 11% (19)                       | 8% (14)                   | 34% (60)                            | 25% (44)                   | 177     |
| Employ: Homemaker                 | 10% (14)                 | 2% (2)               | 3% (3)                    | 1% (2)                         | 9% (12)                   | 25% (34)                            | 51% (68)                   | 135     |
| Employ: Retired                   | 3% (15)                  | 2% (11)              | 2% (9)                    | 3% (15)                        | 7% (35)                   | 35% (171)                           | 48% (236)                  | 492     |
| Employ: Unemployed                | 6% (20)                  | 3% (11)              | 9% (29)                   | 6% (20)                        | 8% (25)                   | 24% (77)                            | 44% (142)                  | 323     |
| Employ: Other                     | 12% (16)                 | 1% (2)               | 4% (5)                    | 7% (9)                         | 9% (12)                   | 22% (30)                            | 47% (65)                   | 140     |
| Military HH: Yes                  | 11% (37)                 | 3% (11)              | 5% (18)                   | 7% (25)                        | 10% (33)                  | 28% (94)                            | 36% (125)                  | 343     |
| Military HH: No                   | 8% (157)                 | 5% (96)              | 6% (116)                  | 7% (127)                       | 9% (170)                  | 30% (565)                           | 34% (626)                  | 1857    |
| RD/WT: Right Direction            | 14% (83)                 | 9% (55)              | 7% (38)                   | 7% (41)                        | 9% (54)                   | 22% (127)                           | 32% (184)                  | 583     |
| RD/WT: Wrong Track                | 7% (111)                 | 3% (52)              | 6% (96)                   | 7% (111)                       | 9% (149)                  | 33% (532)                           | 35% (567)                  | 1617    |
| Trump Job Approve                 | 15% (125)                | 8% (71)              | 6% (48)                   | 6% (47)                        | 9% (79)                   | 22% (188)                           | 34% (288)                  | 845     |
| Trump Job Disapprove              | 5% (64)                  | 3% (33)              | 7% (85)                   | 8% (99)                        | 10% (121)                 | 36% (456)                           | 32% (410)                  | 1268    |

Continued on next page

**Table CMS2\_8:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a work conference

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 9% (194)              | 5% (107)          | 6% (134)               | 7% (151)                 | 9% (203)               | 30% (660)                     | 34% (751)               | 2200    |
| Trump Job Strongly Approve           | 16% (74)              | 8% (39)           | 5% (23)                | 6% (26)                  | 7% (32)                | 21% (97)                      | 37% (173)               | 464     |
| Trump Job Somewhat Approve           | 13% (51)              | 8% (32)           | 7% (25)                | 5% (21)                  | 12% (47)               | 24% (91)                      | 30% (115)               | 381     |
| Trump Job Somewhat Disapprove        | 6% (14)               | 6% (13)           | 7% (17)                | 11% (24)                 | 12% (27)               | 29% (66)                      | 30% (69)                | 230     |
| Trump Job Strongly Disapprove        | 5% (50)               | 2% (20)           | 7% (68)                | 7% (75)                  | 9% (94)                | 38% (390)                     | 33% (341)               | 1037    |
| Favorable of Trump                   | 16% (127)             | 9% (71)           | 6% (49)                | 6% (46)                  | 9% (74)                | 22% (179)                     | 33% (268)               | 814     |
| Unfavorable of Trump                 | 5% (63)               | 3% (34)           | 7% (84)                | 8% (100)                 | 10% (125)              | 37% (468)                     | 32% (404)               | 1278    |
| Very Favorable of Trump              | 17% (78)              | 9% (42)           | 5% (25)                | 5% (24)                  | 8% (38)                | 20% (93)                      | 35% (165)               | 465     |
| Somewhat Favorable of Trump          | 14% (49)              | 8% (29)           | 7% (24)                | 6% (22)                  | 10% (36)               | 25% (86)                      | 29% (103)               | 349     |
| Somewhat Unfavorable of Trump        | 6% (12)               | 8% (15)           | 7% (14)                | 9% (19)                  | 12% (24)               | 29% (59)                      | 31% (63)                | 205     |
| Very Unfavorable of Trump            | 5% (51)               | 2% (19)           | 7% (70)                | 7% (80)                  | 9% (101)               | 38% (410)                     | 32% (341)               | 1072    |
| #1 Issue: Economy                    | 13% (93)              | 5% (34)           | 7% (53)                | 9% (64)                  | 11% (76)               | 27% (193)                     | 29% (208)               | 722     |
| #1 Issue: Security                   | 11% (28)              | 7% (19)           | 7% (18)                | 6% (15)                  | 8% (21)                | 24% (64)                      | 37% (99)                | 263     |
| #1 Issue: Health Care                | 3% (13)               | 4% (18)           | 8% (35)                | 5% (21)                  | 11% (47)               | 39% (164)                     | 30% (127)               | 427     |
| #1 Issue: Medicare / Social Security | 6% (16)               | 3% (9)            | 1% (4)                 | 7% (20)                  | 8% (21)                | 32% (90)                      | 43% (121)               | 282     |
| #1 Issue: Women's Issues             | 3% (3)                | 10% (12)          | 5% (6)                 | 7% (8)                   | 9% (10)                | 33% (37)                      | 33% (36)                | 111     |
| #1 Issue: Education                  | 9% (11)               | 7% (10)           | 7% (9)                 | 10% (14)                 | 7% (9)                 | 15% (19)                      | 46% (60)                | 132     |
| #1 Issue: Energy                     | 18% (16)              | 4% (3)            | 5% (4)                 | 6% (5)                   | 10% (9)                | 32% (28)                      | 25% (22)                | 88      |
| #1 Issue: Other                      | 7% (13)               | 1% (2)            | 3% (4)                 | 3% (5)                   | 5% (10)                | 36% (63)                      | 45% (79)                | 175     |
| 2018 House Vote: Democrat            | 5% (35)               | 2% (14)           | 6% (46)                | 9% (66)                  | 9% (69)                | 40% (305)                     | 29% (224)               | 760     |
| 2018 House Vote: Republican          | 14% (83)              | 8% (49)           | 6% (35)                | 5% (32)                  | 10% (62)               | 25% (152)                     | 33% (202)               | 616     |
| 2018 House Vote: Someone else        | 7% (5)                | 3% (2)            | 3% (2)                 | 4% (3)                   | 12% (8)                | 33% (23)                      | 38% (27)                | 70      |
| 2016 Vote: Hillary Clinton           | 4% (28)               | 2% (13)           | 5% (38)                | 9% (60)                  | 9% (63)                | 39% (272)                     | 31% (215)               | 689     |
| 2016 Vote: Donald Trump              | 13% (87)              | 8% (51)           | 6% (41)                | 5% (36)                  | 10% (64)               | 25% (167)                     | 32% (210)               | 658     |
| 2016 Vote: Other                     | 7% (11)               | 1% (2)            | 3% (4)                 | 7% (11)                  | 14% (23)               | 33% (53)                      | 34% (54)                | 157     |
| 2016 Vote: Didn't Vote               | 10% (67)              | 6% (40)           | 7% (51)                | 6% (45)                  | 8% (53)                | 24% (167)                     | 39% (272)               | 696     |
| Voted in 2014: Yes                   | 8% (103)              | 4% (52)           | 5% (66)                | 7% (92)                  | 10% (120)              | 35% (434)                     | 31% (387)               | 1255    |
| Voted in 2014: No                    | 10% (91)              | 6% (55)           | 7% (68)                | 6% (60)                  | 9% (83)                | 24% (225)                     | 38% (363)               | 945     |

Continued on next page

**Table CMS2\_8:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a work conference

| Demographic                           | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|---------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                                | 9% (194)                 | 5% (107)             | 6% (134)                  | 7% (151)                       | 9% (203)                  | 30% (660)                           | 34% (751)                  | 2200    |
| 2012 Vote: Barack Obama               | 5% (43)                  | 3% (20)              | 5% (42)                   | 8% (64)                        | 10% (75)                  | 38% (302)                           | 30% (238)                  | 785     |
| 2012 Vote: Mitt Romney                | 11% (55)                 | 8% (38)              | 5% (27)                   | 6% (28)                        | 10% (51)                  | 28% (137)                           | 32% (160)                  | 496     |
| 2012 Vote: Other                      | 12% (10)                 | — (0)                | 5% (4)                    | 4% (3)                         | 8% (7)                    | 28% (23)                            | 43% (36)                   | 83      |
| 2012 Vote: Didn't Vote                | 10% (85)                 | 6% (50)              | 7% (60)                   | 7% (57)                        | 8% (70)                   | 23% (194)                           | 38% (315)                  | 831     |
| 4-Region: Northeast                   | 8% (32)                  | 6% (23)              | 8% (30)                   | 7% (28)                        | 10% (40)                  | 31% (122)                           | 30% (119)                  | 394     |
| 4-Region: Midwest                     | 9% (41)                  | 4% (17)              | 6% (28)                   | 6% (29)                        | 9% (40)                   | 31% (144)                           | 35% (164)                  | 462     |
| 4-Region: South                       | 11% (91)                 | 5% (42)              | 4% (35)                   | 6% (50)                        | 9% (70)                   | 27% (224)                           | 38% (312)                  | 824     |
| 4-Region: West                        | 6% (30)                  | 5% (26)              | 8% (42)                   | 8% (44)                        | 10% (52)                  | 33% (170)                           | 30% (156)                  | 520     |
| Frequent Flyer                        | 10% (27)                 | 11% (31)             | 5% (13)                   | 13% (34)                       | 13% (35)                  | 28% (76)                            | 21% (57)                   | 273     |
| International Travel                  | 9% (37)                  | 11% (47)             | 8% (33)                   | 12% (49)                       | 11% (48)                  | 32% (136)                           | 17% (71)                   | 420     |
| Sports fans                           | 9% (133)                 | 6% (85)              | 7% (108)                  | 8% (121)                       | 10% (146)                 | 29% (424)                           | 30% (441)                  | 1457    |
| Heard a lot/some about new H1N1       | 9% (86)                  | 5% (52)              | 7% (67)                   | 8% (81)                        | 10% (96)                  | 33% (330)                           | 29% (285)                  | 997     |
| Heard not much/nothing about new H1N1 | 9% (108)                 | 5% (55)              | 6% (67)                   | 6% (70)                        | 9% (107)                  | 27% (330)                           | 39% (466)                  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_9:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a theater performance

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 7% (150)              | 4% (82)           | 6% (126)               | 7% (160)                 | 11% (238)              | 37% (812)                     | 29% (632)               | 2200    |
| Gender: Male             | 9% (96)               | 4% (40)           | 7% (71)                | 8% (88)                  | 12% (122)              | 34% (366)                     | 26% (278)               | 1062    |
| Gender: Female           | 5% (54)               | 4% (42)           | 5% (55)                | 6% (71)                  | 10% (115)              | 39% (446)                     | 31% (353)               | 1138    |
| Age: 18-34               | 5% (35)               | 5% (33)           | 7% (47)                | 12% (80)                 | 12% (79)               | 28% (186)                     | 30% (194)               | 655     |
| Age: 35-44               | 11% (40)              | 2% (8)            | 8% (30)                | 6% (20)                  | 10% (35)               | 35% (124)                     | 28% (101)               | 358     |
| Age: 45-64               | 8% (58)               | 4% (29)           | 5% (35)                | 5% (36)                  | 10% (76)               | 40% (299)                     | 29% (216)               | 751     |
| Age: 65+                 | 4% (16)               | 3% (13)           | 3% (14)                | 5% (24)                  | 11% (47)               | 46% (203)                     | 28% (120)               | 436     |
| GenZers: 1997-2012       | 5% (18)               | 2% (8)            | 8% (26)                | 15% (51)                 | 13% (43)               | 22% (75)                      | 35% (118)               | 340     |
| Millennials: 1981-1996   | 8% (39)               | 6% (30)           | 8% (37)                | 7% (37)                  | 11% (55)               | 34% (168)                     | 25% (125)               | 492     |
| GenXers: 1965-1980       | 9% (50)               | 4% (23)           | 6% (35)                | 5% (26)                  | 10% (51)               | 38% (204)                     | 28% (150)               | 539     |
| Baby Boomers: 1946-1964  | 5% (38)               | 3% (22)           | 3% (25)                | 6% (42)                  | 11% (81)               | 43% (326)                     | 29% (218)               | 752     |
| PID: Dem (no lean)       | 3% (24)               | 3% (21)           | 6% (50)                | 7% (54)                  | 11% (91)               | 44% (365)                     | 27% (218)               | 823     |
| PID: Ind (no lean)       | 7% (48)               | 3% (20)           | 5% (33)                | 8% (58)                  | 11% (76)               | 35% (252)                     | 32% (233)               | 720     |
| PID: Rep (no lean)       | 12% (78)              | 6% (42)           | 7% (43)                | 7% (48)                  | 11% (71)               | 30% (195)                     | 28% (181)               | 657     |
| PID/Gender: Dem Men      | 5% (17)               | 1% (5)            | 7% (27)                | 7% (24)                  | 13% (47)               | 43% (155)                     | 24% (86)                | 360     |
| PID/Gender: Dem Women    | 1% (7)                | 3% (15)           | 5% (24)                | 6% (29)                  | 10% (44)               | 46% (211)                     | 29% (132)               | 462     |
| PID/Gender: Ind Men      | 7% (27)               | 2% (8)            | 4% (15)                | 10% (37)                 | 10% (37)               | 34% (123)                     | 32% (115)               | 362     |
| PID/Gender: Ind Women    | 6% (21)               | 3% (12)           | 5% (18)                | 6% (21)                  | 11% (39)               | 36% (128)                     | 33% (118)               | 358     |
| PID/Gender: Rep Men      | 15% (52)              | 8% (27)           | 9% (29)                | 8% (27)                  | 11% (39)               | 26% (88)                      | 23% (78)                | 339     |
| PID/Gender: Rep Women    | 8% (26)               | 5% (15)           | 4% (13)                | 7% (21)                  | 10% (32)               | 34% (107)                     | 32% (103)               | 318     |
| Ideo: Liberal (1-3)      | 4% (25)               | 3% (22)           | 6% (40)                | 7% (48)                  | 12% (76)               | 46% (294)                     | 22% (139)               | 644     |
| Ideo: Moderate (4)       | 7% (37)               | 1% (6)            | 4% (22)                | 6% (34)                  | 10% (60)               | 41% (237)                     | 31% (176)               | 572     |
| Ideo: Conservative (5-7) | 11% (78)              | 6% (46)           | 8% (55)                | 9% (63)                  | 12% (85)               | 30% (220)                     | 24% (177)               | 724     |
| Educ: < College          | 6% (94)               | 4% (57)           | 5% (76)                | 7% (104)                 | 10% (145)              | 34% (508)                     | 35% (529)               | 1512    |
| Educ: Bachelors degree   | 9% (38)               | 3% (14)           | 7% (33)                | 9% (39)                  | 13% (59)               | 43% (190)                     | 16% (72)                | 444     |
| Educ: Post-grad          | 7% (18)               | 5% (12)           | 7% (18)                | 7% (17)                  | 14% (34)               | 47% (115)                     | 13% (31)                | 244     |
| Income: Under 50k        | 6% (77)               | 3% (39)           | 5% (62)                | 7% (81)                  | 9% (103)               | 34% (404)                     | 36% (422)               | 1189    |
| Income: 50k-100k         | 7% (49)               | 4% (28)           | 5% (32)                | 8% (53)                  | 14% (90)               | 39% (256)                     | 23% (154)               | 662     |
| Income: 100k+            | 7% (24)               | 4% (15)           | 9% (32)                | 7% (25)                  | 13% (45)               | 43% (152)                     | 16% (55)                | 349     |
| Ethnicity: White         | 8% (132)              | 4% (72)           | 6% (99)                | 7% (127)                 | 11% (184)              | 38% (653)                     | 26% (455)               | 1722    |

Continued on next page

**Table CMS2\_9:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a theater performance

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 7% (150)                 | 4% (82)              | 6% (126)                  | 7% (160)                       | 11% (238)                 | 37% (812)                           | 29% (632)                  | 2200    |
| Ethnicity: Hispanic               | 6% (20)                  | 5% (16)              | 6% (21)                   | 8% (28)                        | 10% (34)                  | 35% (124)                           | 30% (106)                  | 349     |
| Ethnicity: Afr. Am.               | 4% (11)                  | 2% (4)               | 6% (17)                   | 6% (15)                        | 12% (33)                  | 34% (93)                            | 37% (101)                  | 274     |
| Ethnicity: Other                  | 3% (6)                   | 3% (6)               | 5% (11)                   | 9% (18)                        | 10% (21)                  | 32% (66)                            | 37% (76)                   | 204     |
| All Christian                     | 6% (65)                  | 5% (48)              | 5% (52)                   | 7% (72)                        | 12% (123)                 | 39% (405)                           | 26% (263)                  | 1029    |
| All Non-Christian                 | 4% (5)                   | 2% (2)               | 7% (9)                    | 8% (9)                         | 10% (12)                  | 49% (60)                            | 20% (24)                   | 122     |
| Atheist                           | 5% (7)                   | 3% (4)               | 7% (9)                    | 10% (13)                       | 13% (17)                  | 37% (50)                            | 25% (33)                   | 133     |
| Agnostic/Nothing in particular    | 5% (28)                  | 3% (18)              | 6% (31)                   | 6% (33)                        | 8% (41)                   | 36% (189)                           | 36% (187)                  | 526     |
| Something Else                    | 12% (45)                 | 3% (10)              | 7% (25)                   | 8% (32)                        | 11% (44)                  | 28% (109)                           | 32% (124)                  | 391     |
| Religious Non-Protestant/Catholic | 6% (10)                  | 1% (2)               | 7% (11)                   | 7% (11)                        | 13% (20)                  | 43% (68)                            | 22% (35)                   | 156     |
| Evangelical                       | 9% (52)                  | 5% (31)              | 5% (30)                   | 8% (44)                        | 11% (62)                  | 31% (175)                           | 30% (167)                  | 560     |
| Non-Evangelical                   | 7% (53)                  | 3% (26)              | 6% (45)                   | 7% (59)                        | 12% (97)                  | 40% (327)                           | 25% (202)                  | 809     |
| Community: Urban                  | 5% (30)                  | 5% (28)              | 7% (44)                   | 7% (42)                        | 10% (59)                  | 38% (226)                           | 28% (166)                  | 594     |
| Community: Suburban               | 7% (68)                  | 4% (45)              | 5% (52)                   | 8% (79)                        | 11% (119)                 | 39% (407)                           | 26% (275)                  | 1045    |
| Community: Rural                  | 9% (52)                  | 2% (10)              | 5% (31)                   | 7% (38)                        | 11% (59)                  | 32% (179)                           | 34% (191)                  | 560     |
| Employ: Private Sector            | 8% (50)                  | 7% (46)              | 7% (46)                   | 8% (48)                        | 15% (91)                  | 35% (217)                           | 19% (115)                  | 613     |
| Employ: Government                | 10% (16)                 | 4% (6)               | 5% (8)                    | 7% (11)                        | 12% (19)                  | 34% (53)                            | 27% (41)                   | 154     |
| Employ: Self-Employed             | 10% (18)                 | 3% (5)               | 6% (10)                   | 8% (15)                        | 10% (17)                  | 44% (77)                            | 20% (35)                   | 177     |
| Employ: Homemaker                 | 6% (8)                   | 2% (3)               | 3% (4)                    | 9% (12)                        | 6% (8)                    | 39% (52)                            | 36% (48)                   | 135     |
| Employ: Retired                   | 4% (21)                  | 2% (8)               | 3% (15)                   | 5% (23)                        | 10% (48)                  | 46% (228)                           | 30% (149)                  | 492     |
| Employ: Unemployed                | 5% (16)                  | 2% (7)               | 7% (24)                   | 6% (19)                        | 7% (23)                   | 34% (109)                           | 39% (126)                  | 323     |
| Employ: Other                     | 10% (14)                 | 2% (3)               | 8% (11)                   | 7% (9)                         | 6% (8)                    | 28% (40)                            | 39% (55)                   | 140     |
| Military HH: Yes                  | 7% (24)                  | 3% (10)              | 6% (21)                   | 8% (26)                        | 14% (50)                  | 38% (131)                           | 23% (80)                   | 343     |
| Military HH: No                   | 7% (126)                 | 4% (72)              | 6% (105)                  | 7% (133)                       | 10% (188)                 | 37% (681)                           | 30% (552)                  | 1857    |
| RD/WT: Right Direction            | 12% (69)                 | 7% (41)              | 8% (45)                   | 9% (51)                        | 11% (63)                  | 27% (159)                           | 27% (155)                  | 583     |
| RD/WT: Wrong Track                | 5% (81)                  | 3% (41)              | 5% (81)                   | 7% (109)                       | 11% (175)                 | 40% (653)                           | 29% (477)                  | 1617    |
| Trump Job Approve                 | 12% (105)                | 6% (52)              | 7% (60)                   | 8% (66)                        | 10% (87)                  | 27% (229)                           | 29% (245)                  | 845     |
| Trump Job Disapprove              | 3% (43)                  | 2% (25)              | 5% (63)                   | 7% (92)                        | 11% (142)                 | 45% (566)                           | 27% (337)                  | 1268    |

Continued on next page

**Table CMS2\_9:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a theater performance

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 7% (150)              | 4% (82)           | 6% (126)               | 7% (160)                 | 11% (238)              | 37% (812)                     | 29% (632)               | 2200    |
| Trump Job Strongly Approve           | 16% (76)              | 6% (29)           | 8% (39)                | 6% (26)                  | 8% (36)                | 25% (117)                     | 30% (141)               | 464     |
| Trump Job Somewhat Approve           | 8% (29)               | 6% (23)           | 6% (21)                | 10% (40)                 | 13% (51)               | 30% (112)                     | 27% (105)               | 381     |
| Trump Job Somewhat Disapprove        | 5% (12)               | 1% (3)            | 7% (16)                | 10% (22)                 | 13% (30)               | 41% (95)                      | 23% (52)                | 230     |
| Trump Job Strongly Disapprove        | 3% (31)               | 2% (22)           | 5% (47)                | 7% (70)                  | 11% (112)              | 45% (471)                     | 27% (285)               | 1037    |
| Favorable of Trump                   | 14% (111)             | 6% (49)           | 8% (64)                | 8% (64)                  | 10% (81)               | 26% (213)                     | 28% (232)               | 814     |
| Unfavorable of Trump                 | 3% (35)               | 2% (30)           | 5% (60)                | 7% (91)                  | 12% (154)              | 45% (581)                     | 26% (326)               | 1278    |
| Very Favorable of Trump              | 17% (81)              | 6% (29)           | 9% (41)                | 6% (28)                  | 8% (39)                | 24% (112)                     | 29% (134)               | 465     |
| Somewhat Favorable of Trump          | 9% (30)               | 6% (20)           | 7% (23)                | 10% (36)                 | 12% (42)               | 29% (101)                     | 28% (98)                | 349     |
| Somewhat Unfavorable of Trump        | 5% (10)               | 5% (9)            | 4% (9)                 | 10% (20)                 | 14% (30)               | 41% (84)                      | 21% (43)                | 205     |
| Very Unfavorable of Trump            | 2% (25)               | 2% (21)           | 5% (51)                | 7% (71)                  | 12% (124)              | 46% (497)                     | 26% (283)               | 1072    |
| #1 Issue: Economy                    | 9% (68)               | 5% (37)           | 7% (53)                | 8% (60)                  | 12% (88)               | 34% (242)                     | 24% (174)               | 722     |
| #1 Issue: Security                   | 13% (34)              | 3% (8)            | 6% (17)                | 7% (19)                  | 12% (32)               | 28% (74)                      | 30% (79)                | 263     |
| #1 Issue: Health Care                | 2% (7)                | 3% (13)           | 6% (24)                | 7% (29)                  | 9% (38)                | 51% (217)                     | 23% (99)                | 427     |
| #1 Issue: Medicare / Social Security | 4% (10)               | 5% (13)           | 3% (8)                 | 5% (14)                  | 10% (27)               | 41% (114)                     | 34% (95)                | 282     |
| #1 Issue: Women's Issues             | 2% (2)                | 5% (5)            | 7% (8)                 | 13% (15)                 | 12% (13)               | 31% (34)                      | 30% (34)                | 111     |
| #1 Issue: Education                  | 5% (7)                | 2% (2)            | 8% (11)                | 11% (15)                 | 7% (10)                | 20% (26)                      | 46% (61)                | 132     |
| #1 Issue: Energy                     | 9% (8)                | — (0)             | 2% (2)                 | 5% (4)                   | 25% (22)               | 36% (32)                      | 23% (20)                | 88      |
| #1 Issue: Other                      | 8% (14)               | 2% (3)            | 3% (4)                 | 3% (5)                   | 4% (7)                 | 41% (72)                      | 39% (69)                | 175     |
| 2018 House Vote: Democrat            | 2% (18)               | 2% (16)           | 5% (40)                | 6% (49)                  | 10% (75)               | 49% (375)                     | 25% (186)               | 760     |
| 2018 House Vote: Republican          | 13% (79)              | 7% (40)           | 6% (39)                | 8% (51)                  | 13% (79)               | 30% (187)                     | 23% (140)               | 616     |
| 2018 House Vote: Someone else        | 7% (5)                | 1% (0)            | 5% (3)                 | 6% (4)                   | 9% (6)                 | 43% (30)                      | 30% (21)                | 70      |
| 2016 Vote: Hillary Clinton           | 3% (18)               | 2% (17)           | 5% (31)                | 6% (39)                  | 10% (67)               | 51% (351)                     | 24% (166)               | 689     |
| 2016 Vote: Donald Trump              | 12% (80)              | 6% (39)           | 8% (51)                | 8% (50)                  | 12% (76)               | 32% (208)                     | 23% (154)               | 658     |
| 2016 Vote: Other                     | 6% (10)               | — (1)             | 4% (7)                 | 5% (8)                   | 14% (22)               | 39% (61)                      | 31% (49)                | 157     |
| 2016 Vote: Didn't Vote               | 6% (42)               | 4% (26)           | 5% (37)                | 9% (63)                  | 10% (73)               | 28% (192)                     | 38% (263)               | 696     |
| Voted in 2014: Yes                   | 7% (93)               | 3% (41)           | 6% (74)                | 6% (76)                  | 11% (136)              | 43% (538)                     | 24% (298)               | 1255    |
| Voted in 2014: No                    | 6% (57)               | 4% (42)           | 6% (52)                | 9% (84)                  | 11% (102)              | 29% (274)                     | 35% (334)               | 945     |

Continued on next page



**Table CMS2\_9:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going to a theater performance

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 7% (150)              | 4% (82)           | 6% (126)               | 7% (160)                 | 11% (238)              | 37% (812)                     | 29% (632)               | 2200    |
| 2012 Vote: Barack Obama               | 4% (33)               | 2% (16)           | 5% (37)                | 5% (41)                  | 10% (78)               | 49% (386)                     | 25% (195)               | 785     |
| 2012 Vote: Mitt Romney                | 11% (53)              | 5% (23)           | 8% (37)                | 8% (37)                  | 12% (61)               | 35% (174)                     | 22% (111)               | 496     |
| 2012 Vote: Other                      | 12% (10)              | 1% (1)            | 5% (4)                 | 5% (4)                   | 5% (5)                 | 35% (30)                      | 36% (30)                | 83      |
| 2012 Vote: Didn't Vote                | 7% (54)               | 5% (42)           | 6% (48)                | 9% (78)                  | 11% (95)               | 26% (220)                     | 35% (295)               | 831     |
| 4-Region: Northeast                   | 7% (29)               | 3% (13)           | 4% (17)                | 7% (29)                  | 10% (38)               | 42% (165)                     | 26% (102)               | 394     |
| 4-Region: Midwest                     | 8% (37)               | 4% (18)           | 7% (32)                | 7% (32)                  | 8% (38)                | 38% (176)                     | 28% (129)               | 462     |
| 4-Region: South                       | 8% (63)               | 3% (29)           | 6% (48)                | 6% (51)                  | 12% (102)              | 33% (268)                     | 32% (263)               | 824     |
| 4-Region: West                        | 4% (21)               | 4% (23)           | 6% (29)                | 9% (47)                  | 11% (60)               | 39% (203)                     | 26% (137)               | 520     |
| Frequent Flyer                        | 9% (25)               | 6% (17)           | 7% (19)                | 12% (33)                 | 13% (36)               | 35% (96)                      | 17% (46)                | 273     |
| International Travel                  | 7% (31)               | 6% (26)           | 9% (37)                | 12% (51)                 | 13% (55)               | 39% (163)                     | 14% (58)                | 420     |
| Sports fans                           | 7% (105)              | 4% (63)           | 7% (103)               | 8% (123)                 | 12% (172)              | 36% (528)                     | 25% (363)               | 1457    |
| Heard a lot/some about new H1N1       | 6% (58)               | 4% (43)           | 6% (64)                | 7% (71)                  | 12% (123)              | 40% (396)                     | 24% (242)               | 997     |
| Heard not much/nothing about new H1N1 | 8% (92)               | 3% (40)           | 5% (62)                | 7% (88)                  | 10% (115)              | 35% (416)                     | 32% (390)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_10: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to a museum

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 8% (187)              | 6% (142)          | 8% (181)               | 9% (197)                 | 11% (247)              | 31% (682)                     | 26% (564)               | 2200    |
| Gender: Male             | 10% (106)             | 8% (88)           | 8% (88)                | 11% (118)                | 11% (115)              | 28% (297)                     | 23% (249)               | 1062    |
| Gender: Female           | 7% (80)               | 5% (54)           | 8% (94)                | 7% (79)                  | 12% (132)              | 34% (385)                     | 28% (314)               | 1138    |
| Age: 18-34               | 7% (49)               | 7% (49)           | 12% (80)               | 12% (81)                 | 11% (71)               | 24% (157)                     | 26% (168)               | 655     |
| Age: 35-44               | 12% (43)              | 5% (18)           | 9% (31)                | 8% (27)                  | 12% (45)               | 31% (110)                     | 23% (83)                | 358     |
| Age: 45-64               | 9% (71)               | 7% (56)           | 6% (47)                | 8% (61)                  | 11% (81)               | 32% (241)                     | 26% (194)               | 751     |
| Age: 65+                 | 5% (24)               | 4% (19)           | 5% (23)                | 6% (28)                  | 12% (50)               | 40% (174)                     | 27% (119)               | 436     |
| GenZers: 1997-2012       | 8% (26)               | 5% (19)           | 13% (45)               | 13% (43)                 | 10% (35)               | 20% (69)                      | 30% (103)               | 340     |
| Millennials: 1981-1996   | 9% (44)               | 8% (41)           | 11% (53)               | 10% (50)                 | 12% (61)               | 29% (141)                     | 21% (102)               | 492     |
| GenXers: 1965-1980       | 11% (58)              | 8% (41)           | 6% (34)                | 7% (38)                  | 10% (54)               | 32% (171)                     | 27% (143)               | 539     |
| Baby Boomers: 1946-1964  | 7% (53)               | 5% (41)           | 6% (47)                | 9% (64)                  | 12% (90)               | 35% (262)                     | 26% (195)               | 752     |
| PID: Dem (no lean)       | 4% (32)               | 4% (33)           | 10% (80)               | 10% (83)                 | 12% (98)               | 37% (305)                     | 23% (193)               | 823     |
| PID: Ind (no lean)       | 10% (71)              | 6% (42)           | 6% (47)                | 9% (66)                  | 11% (81)               | 29% (208)                     | 29% (206)               | 720     |
| PID: Rep (no lean)       | 13% (84)              | 10% (68)          | 8% (54)                | 7% (48)                  | 10% (68)               | 26% (170)                     | 25% (165)               | 657     |
| PID/Gender: Dem Men      | 6% (22)               | 5% (18)           | 9% (32)                | 13% (48)                 | 12% (44)               | 33% (120)                     | 21% (77)                | 360     |
| PID/Gender: Dem Women    | 2% (11)               | 3% (15)           | 11% (49)               | 7% (34)                  | 12% (54)               | 40% (185)                     | 25% (115)               | 462     |
| PID/Gender: Ind Men      | 11% (40)              | 6% (23)           | 5% (18)                | 10% (38)                 | 11% (41)               | 29% (104)                     | 27% (98)                | 362     |
| PID/Gender: Ind Women    | 9% (31)               | 5% (19)           | 8% (29)                | 8% (28)                  | 11% (40)               | 29% (104)                     | 30% (108)               | 358     |
| PID/Gender: Rep Men      | 13% (45)              | 14% (47)          | 11% (38)               | 9% (32)                  | 9% (30)                | 22% (74)                      | 22% (74)                | 339     |
| PID/Gender: Rep Women    | 12% (39)              | 6% (21)           | 5% (16)                | 5% (16)                  | 12% (38)               | 30% (96)                      | 29% (91)                | 318     |
| Ideo: Liberal (1-3)      | 5% (29)               | 5% (31)           | 9% (59)                | 11% (72)                 | 14% (89)               | 39% (255)                     | 17% (109)               | 644     |
| Ideo: Moderate (4)       | 8% (46)               | 4% (25)           | 6% (34)                | 10% (55)                 | 10% (58)               | 34% (192)                     | 28% (162)               | 572     |
| Ideo: Conservative (5-7) | 14% (99)              | 10% (74)          | 9% (67)                | 8% (58)                  | 11% (77)               | 25% (182)                     | 23% (166)               | 724     |
| Educ: < College          | 8% (116)              | 6% (89)           | 9% (131)               | 8% (120)                 | 9% (144)               | 30% (450)                     | 31% (462)               | 1512    |
| Educ: Bachelors degree   | 11% (47)              | 7% (30)           | 7% (30)                | 13% (56)                 | 15% (65)               | 33% (145)                     | 16% (71)                | 444     |
| Educ: Post-grad          | 10% (24)              | 9% (23)           | 8% (20)                | 9% (21)                  | 16% (38)               | 36% (87)                      | 13% (31)                | 244     |
| Income: Under 50k        | 8% (96)               | 6% (67)           | 9% (104)               | 7% (88)                  | 9% (109)               | 30% (352)                     | 31% (373)               | 1189    |
| Income: 50k-100k         | 8% (52)               | 7% (47)           | 7% (49)                | 11% (74)                 | 14% (90)               | 31% (206)                     | 22% (143)               | 662     |
| Income: 100k+            | 11% (38)              | 8% (29)           | 8% (29)                | 10% (34)                 | 14% (47)               | 36% (124)                     | 14% (48)                | 349     |
| Ethnicity: White         | 10% (168)             | 7% (114)          | 8% (131)               | 9% (154)                 | 11% (197)              | 32% (543)                     | 24% (416)               | 1722    |

Continued on next page

**Table CMS2\_10: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
*Going to a museum*

| Demographic                       | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|-----------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                            | 8% (187)              | 6% (142)          | 8% (181)               | 9% (197)                 | 11% (247)              | 31% (682)                     | 26% (564)               | 2200    |
| Ethnicity: Hispanic               | 6% (22)               | 7% (24)           | 10% (35)               | 12% (43)                 | 8% (29)                | 31% (110)                     | 25% (87)                | 349     |
| Ethnicity: Afr. Am.               | 3% (8)                | 5% (14)           | 13% (35)               | 5% (15)                  | 10% (28)               | 28% (77)                      | 36% (98)                | 274     |
| Ethnicity: Other                  | 5% (11)               | 7% (15)           | 7% (15)                | 14% (29)                 | 11% (22)               | 31% (62)                      | 24% (50)                | 204     |
| All Christian                     | 8% (83)               | 8% (86)           | 7% (77)                | 10% (98)                 | 12% (126)              | 32% (327)                     | 23% (232)               | 1029    |
| All Non-Christian                 | 6% (8)                | 8% (9)            | 9% (11)                | 8% (10)                  | 15% (18)               | 42% (51)                      | 12% (15)                | 122     |
| Atheist                           | 9% (12)               | 3% (4)            | 9% (12)                | 6% (8)                   | 13% (17)               | 39% (52)                      | 22% (29)                | 133     |
| Agnostic/Nothing in particular    | 7% (35)               | 5% (27)           | 8% (45)                | 8% (45)                  | 10% (54)               | 28% (145)                     | 33% (175)               | 526     |
| Something Else                    | 13% (49)              | 4% (17)           | 9% (37)                | 9% (36)                  | 8% (32)                | 27% (107)                     | 29% (113)               | 391     |
| Religious Non-Protestant/Catholic | 6% (10)               | 8% (13)           | 9% (14)                | 9% (14)                  | 15% (23)               | 39% (61)                      | 14% (22)                | 156     |
| Evangelical                       | 12% (66)              | 8% (44)           | 7% (41)                | 9% (51)                  | 10% (54)               | 29% (160)                     | 26% (145)               | 560     |
| Non-Evangelical                   | 8% (63)               | 7% (53)           | 8% (69)                | 10% (78)                 | 12% (97)               | 32% (262)                     | 23% (187)               | 809     |
| Community: Urban                  | 7% (43)               | 7% (44)           | 9% (55)                | 11% (68)                 | 11% (67)               | 31% (185)                     | 22% (133)               | 594     |
| Community: Suburban               | 8% (87)               | 6% (66)           | 8% (83)                | 9% (93)                  | 13% (132)              | 32% (335)                     | 24% (249)               | 1045    |
| Community: Rural                  | 10% (56)              | 6% (33)           | 8% (44)                | 6% (36)                  | 9% (48)                | 29% (162)                     | 32% (182)               | 560     |
| Employ: Private Sector            | 11% (69)              | 9% (53)           | 10% (59)               | 11% (66)                 | 14% (89)               | 28% (171)                     | 17% (105)               | 613     |
| Employ: Government                | 8% (13)               | 7% (11)           | 5% (8)                 | 11% (18)                 | 15% (23)               | 27% (41)                      | 26% (40)                | 154     |
| Employ: Self-Employed             | 12% (21)              | 8% (14)           | 7% (13)                | 6% (11)                  | 12% (21)               | 35% (62)                      | 20% (35)                | 177     |
| Employ: Homemaker                 | 9% (12)               | 4% (5)            | 6% (8)                 | 2% (3)                   | 11% (14)               | 36% (48)                      | 32% (43)                | 135     |
| Employ: Retired                   | 5% (27)               | 6% (27)           | 5% (23)                | 7% (37)                  | 10% (47)               | 42% (205)                     | 26% (126)               | 492     |
| Employ: Unemployed                | 6% (20)               | 4% (13)           | 12% (39)               | 9% (29)                  | 8% (25)                | 26% (83)                      | 35% (114)               | 323     |
| Employ: Other                     | 11% (15)              | 8% (11)           | 5% (7)                 | 8% (11)                  | 8% (11)                | 24% (34)                      | 37% (52)                | 140     |
| Military HH: Yes                  | 8% (28)               | 7% (25)           | 9% (30)                | 10% (34)                 | 13% (45)               | 30% (104)                     | 22% (76)                | 343     |
| Military HH: No                   | 9% (159)              | 6% (117)          | 8% (151)               | 9% (163)                 | 11% (202)              | 31% (578)                     | 26% (488)               | 1857    |
| RD/WT: Right Direction            | 13% (79)              | 10% (59)          | 10% (57)               | 9% (50)                  | 11% (62)               | 23% (132)                     | 25% (144)               | 583     |
| RD/WT: Wrong Track                | 7% (108)              | 5% (84)           | 8% (125)               | 9% (147)                 | 11% (184)              | 34% (550)                     | 26% (419)               | 1617    |
| Trump Job Approve                 | 15% (125)             | 9% (76)           | 8% (70)                | 7% (62)                  | 12% (102)              | 23% (196)                     | 25% (214)               | 845     |
| Trump Job Disapprove              | 5% (59)               | 5% (61)           | 9% (111)               | 10% (128)                | 11% (140)              | 37% (469)                     | 24% (300)               | 1268    |

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**Table CMS2\_10: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
*Going to a museum*

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 8% (187)              | 6% (142)          | 8% (181)               | 9% (197)                 | 11% (247)              | 31% (682)                     | 26% (564)               | 2200    |
| Trump Job Strongly Approve           | 17% (80)              | 11% (50)          | 7% (33)                | 7% (31)                  | 9% (43)                | 22% (101)                     | 27% (125)               | 464     |
| Trump Job Somewhat Approve           | 12% (44)              | 7% (26)           | 10% (37)               | 8% (31)                  | 15% (58)               | 25% (95)                      | 23% (89)                | 381     |
| Trump Job Somewhat Disapprove        | 6% (13)               | 8% (19)           | 10% (24)               | 10% (24)                 | 12% (27)               | 32% (74)                      | 22% (50)                | 230     |
| Trump Job Strongly Disapprove        | 4% (46)               | 4% (42)           | 8% (88)                | 10% (104)                | 11% (112)              | 38% (395)                     | 24% (250)               | 1037    |
| Favorable of Trump                   | 16% (130)             | 10% (79)          | 8% (65)                | 8% (64)                  | 11% (92)               | 23% (186)                     | 24% (199)               | 814     |
| Unfavorable of Trump                 | 4% (56)               | 4% (55)           | 9% (114)               | 10% (131)                | 12% (148)              | 37% (479)                     | 23% (294)               | 1278    |
| Very Favorable of Trump              | 19% (88)              | 11% (52)          | 8% (36)                | 7% (32)                  | 9% (40)                | 21% (97)                      | 26% (120)               | 465     |
| Somewhat Favorable of Trump          | 12% (42)              | 8% (27)           | 8% (29)                | 9% (32)                  | 15% (51)               | 25% (88)                      | 22% (78)                | 349     |
| Somewhat Unfavorable of Trump        | 7% (14)               | 8% (16)           | 8% (17)                | 13% (27)                 | 12% (25)               | 33% (67)                      | 19% (40)                | 205     |
| Very Unfavorable of Trump            | 4% (43)               | 4% (39)           | 9% (97)                | 10% (105)                | 11% (122)              | 38% (412)                     | 24% (255)               | 1072    |
| #1 Issue: Economy                    | 12% (89)              | 7% (54)           | 10% (72)               | 10% (75)                 | 12% (84)               | 26% (184)                     | 23% (165)               | 722     |
| #1 Issue: Security                   | 12% (32)              | 9% (24)           | 4% (12)                | 7% (20)                  | 15% (39)               | 24% (63)                      | 28% (74)                | 263     |
| #1 Issue: Health Care                | 4% (16)               | 6% (24)           | 11% (45)               | 7% (31)                  | 12% (51)               | 40% (170)                     | 21% (89)                | 427     |
| #1 Issue: Medicare / Social Security | 5% (15)               | 6% (18)           | 6% (17)                | 7% (20)                  | 9% (25)                | 37% (106)                     | 29% (81)                | 282     |
| #1 Issue: Women's Issues             | 7% (8)                | 2% (2)            | 6% (7)                 | 14% (15)                 | 12% (13)               | 32% (36)                      | 27% (30)                | 111     |
| #1 Issue: Education                  | 7% (10)               | 9% (12)           | 12% (16)               | 8% (10)                  | 9% (12)                | 16% (21)                      | 40% (53)                | 132     |
| #1 Issue: Energy                     | 5% (4)                | 4% (4)            | 8% (7)                 | 18% (16)                 | 14% (12)               | 36% (32)                      | 13% (12)                | 88      |
| #1 Issue: Other                      | 7% (13)               | 3% (6)            | 3% (5)                 | 6% (11)                  | 6% (10)                | 40% (71)                      | 34% (60)                | 175     |
| 2018 House Vote: Democrat            | 4% (28)               | 4% (33)           | 8% (62)                | 9% (69)                  | 13% (99)               | 40% (304)                     | 22% (164)               | 760     |
| 2018 House Vote: Republican          | 15% (95)              | 10% (61)          | 7% (44)                | 9% (55)                  | 13% (78)               | 24% (150)                     | 21% (132)               | 616     |
| 2018 House Vote: Someone else        | 7% (5)                | 4% (3)            | 2% (1)                 | 5% (4)                   | 14% (10)               | 41% (29)                      | 26% (18)                | 70      |
| 2016 Vote: Hillary Clinton           | 3% (22)               | 5% (33)           | 8% (53)                | 9% (59)                  | 13% (89)               | 42% (286)                     | 21% (147)               | 689     |
| 2016 Vote: Donald Trump              | 14% (94)              | 10% (64)          | 8% (52)                | 9% (57)                  | 12% (79)               | 25% (166)                     | 22% (146)               | 658     |
| 2016 Vote: Other                     | 11% (17)              | 5% (8)            | 6% (9)                 | 9% (15)                  | 13% (20)               | 32% (51)                      | 24% (38)                | 157     |
| 2016 Vote: Didn't Vote               | 8% (54)               | 5% (38)           | 10% (67)               | 9% (65)                  | 9% (59)                | 26% (179)                     | 33% (233)               | 696     |
| Voted in 2014: Yes                   | 9% (115)              | 7% (85)           | 6% (81)                | 9% (107)                 | 13% (164)              | 34% (432)                     | 22% (271)               | 1255    |
| Voted in 2014: No                    | 8% (71)               | 6% (57)           | 11% (100)              | 10% (90)                 | 9% (83)                | 26% (250)                     | 31% (293)               | 945     |

Continued on next page

**Table CMS2\_10:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a museum

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 8% (187)              | 6% (142)          | 8% (181)               | 9% (197)                 | 11% (247)              | 31% (682)                     | 26% (564)               | 2200    |
| 2012 Vote: Barack Obama               | 5% (40)               | 4% (34)           | 7% (57)                | 9% (70)                  | 14% (106)              | 40% (315)                     | 21% (163)               | 785     |
| 2012 Vote: Mitt Romney                | 14% (68)              | 10% (51)          | 7% (33)                | 8% (40)                  | 12% (59)               | 28% (139)                     | 21% (106)               | 496     |
| 2012 Vote: Other                      | 21% (18)              | 3% (2)            | 3% (3)                 | 5% (4)                   | 9% (7)                 | 28% (24)                      | 31% (26)                | 83      |
| 2012 Vote: Didn't Vote                | 7% (61)               | 7% (55)           | 11% (88)               | 10% (83)                 | 9% (75)                | 24% (201)                     | 32% (268)               | 831     |
| 4-Region: Northeast                   | 9% (37)               | 6% (23)           | 7% (29)                | 9% (35)                  | 11% (42)               | 37% (146)                     | 21% (83)                | 394     |
| 4-Region: Midwest                     | 8% (39)               | 7% (32)           | 8% (39)                | 7% (34)                  | 13% (59)               | 32% (146)                     | 25% (113)               | 462     |
| 4-Region: South                       | 9% (75)               | 6% (53)           | 7% (61)                | 8% (66)                  | 11% (91)               | 28% (230)                     | 30% (247)               | 824     |
| 4-Region: West                        | 7% (35)               | 7% (34)           | 10% (53)               | 12% (61)                 | 11% (56)               | 31% (161)                     | 23% (120)               | 520     |
| Frequent Flyer                        | 10% (28)              | 12% (33)          | 8% (23)                | 11% (30)                 | 14% (38)               | 29% (79)                      | 16% (43)                | 273     |
| International Travel                  | 9% (36)               | 12% (51)          | 10% (43)               | 11% (46)                 | 16% (67)               | 30% (126)                     | 12% (52)                | 420     |
| Sports fans                           | 9% (125)              | 8% (110)          | 9% (133)               | 10% (152)                | 12% (175)              | 30% (434)                     | 22% (328)               | 1457    |
| Heard a lot/some about new H1N1       | 7% (66)               | 7% (71)           | 8% (82)                | 10% (101)                | 14% (137)              | 33% (330)                     | 21% (209)               | 997     |
| Heard not much/nothing about new H1N1 | 10% (120)             | 6% (71)           | 8% (99)                | 8% (96)                  | 9% (110)               | 29% (352)                     | 30% (355)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_11: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to a political rally

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 6% (124)              | 4% (82)           | 4% (79)                | 4% (92)                  | 7% (157)               | 38% (825)                     | 38% (842)               | 2200    |
| Gender: Male             | 8% (81)               | 5% (49)           | 4% (43)                | 4% (43)                  | 9% (94)                | 36% (379)                     | 35% (372)               | 1062    |
| Gender: Female           | 4% (42)               | 3% (33)           | 3% (36)                | 4% (49)                  | 5% (62)                | 39% (446)                     | 41% (470)               | 1138    |
| Age: 18-34               | 4% (24)               | 5% (32)           | 6% (36)                | 6% (40)                  | 7% (48)                | 35% (229)                     | 37% (245)               | 655     |
| Age: 35-44               | 10% (35)              | 4% (16)           | 5% (18)                | 3% (11)                  | 7% (26)                | 32% (115)                     | 39% (138)               | 358     |
| Age: 45-64               | 7% (50)               | 3% (24)           | 3% (22)                | 3% (24)                  | 8% (58)                | 38% (285)                     | 38% (289)               | 751     |
| Age: 65+                 | 4% (15)               | 2% (10)           | 1% (3)                 | 4% (17)                  | 6% (25)                | 45% (197)                     | 39% (170)               | 436     |
| GenZers: 1997-2012       | 4% (12)               | 3% (11)           | 5% (17)                | 7% (23)                  | 9% (30)                | 30% (103)                     | 42% (144)               | 340     |
| Millennials: 1981-1996   | 6% (31)               | 6% (29)           | 6% (29)                | 5% (23)                  | 7% (35)                | 36% (176)                     | 34% (169)               | 492     |
| GenXers: 1965-1980       | 8% (42)               | 4% (21)           | 3% (18)                | 3% (19)                  | 7% (38)                | 37% (198)                     | 38% (205)               | 539     |
| Baby Boomers: 1946-1964  | 5% (35)               | 3% (20)           | 2% (13)                | 3% (25)                  | 7% (50)                | 41% (312)                     | 40% (298)               | 752     |
| PID: Dem (no lean)       | 2% (13)               | 2% (17)           | 4% (33)                | 3% (28)                  | 9% (73)                | 44% (362)                     | 36% (296)               | 823     |
| PID: Ind (no lean)       | 5% (36)               | 3% (21)           | 2% (17)                | 4% (29)                  | 5% (39)                | 37% (267)                     | 43% (311)               | 720     |
| PID: Rep (no lean)       | 11% (75)              | 7% (44)           | 4% (29)                | 5% (35)                  | 7% (45)                | 30% (195)                     | 36% (235)               | 657     |
| PID/Gender: Dem Men      | 3% (10)               | 2% (7)            | 4% (14)                | 3% (10)                  | 13% (47)               | 42% (151)                     | 34% (122)               | 360     |
| PID/Gender: Dem Women    | 1% (3)                | 2% (10)           | 4% (20)                | 4% (19)                  | 6% (26)                | 46% (212)                     | 37% (173)               | 462     |
| PID/Gender: Ind Men      | 6% (21)               | 3% (11)           | 3% (10)                | 4% (14)                  | 6% (20)                | 37% (133)                     | 42% (153)               | 362     |
| PID/Gender: Ind Women    | 4% (14)               | 3% (10)           | 2% (7)                 | 4% (15)                  | 5% (19)                | 37% (134)                     | 44% (159)               | 358     |
| PID/Gender: Rep Men      | 15% (50)              | 9% (31)           | 6% (20)                | 6% (20)                  | 8% (27)                | 28% (95)                      | 28% (97)                | 339     |
| PID/Gender: Rep Women    | 8% (25)               | 4% (13)           | 3% (9)                 | 5% (15)                  | 6% (18)                | 32% (100)                     | 44% (138)               | 318     |
| Ideo: Liberal (1-3)      | 2% (13)               | 5% (31)           | 3% (20)                | 5% (29)                  | 9% (56)                | 49% (317)                     | 28% (178)               | 644     |
| Ideo: Moderate (4)       | 5% (29)               | 1% (5)            | 2% (14)                | 4% (20)                  | 4% (24)                | 39% (225)                     | 45% (255)               | 572     |
| Ideo: Conservative (5-7) | 10% (75)              | 6% (44)           | 4% (32)                | 5% (38)                  | 10% (69)               | 30% (217)                     | 34% (248)               | 724     |
| Educ: < College          | 5% (80)               | 4% (54)           | 3% (50)                | 4% (53)                  | 6% (94)                | 34% (521)                     | 44% (660)               | 1512    |
| Educ: Bachelors degree   | 7% (30)               | 2% (10)           | 5% (21)                | 6% (25)                  | 9% (39)                | 45% (198)                     | 27% (121)               | 444     |
| Educ: Post-grad          | 6% (14)               | 7% (17)           | 3% (8)                 | 6% (14)                  | 10% (24)               | 43% (106)                     | 25% (61)                | 244     |
| Income: Under 50k        | 5% (62)               | 3% (37)           | 4% (46)                | 4% (43)                  | 4% (53)                | 35% (414)                     | 45% (534)               | 1189    |
| Income: 50k-100k         | 6% (42)               | 3% (21)           | 3% (21)                | 5% (34)                  | 10% (66)               | 38% (253)                     | 34% (224)               | 662     |
| Income: 100k+            | 6% (19)               | 7% (23)           | 3% (12)                | 4% (15)                  | 11% (39)               | 45% (157)                     | 24% (84)                | 349     |
| Ethnicity: White         | 7% (114)              | 4% (71)           | 3% (53)                | 4% (75)                  | 7% (127)               | 38% (647)                     | 37% (635)               | 1722    |

Continued on next page

**Table CMS2\_11: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
*Going to a political rally*

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 6% (124)                 | 4% (82)              | 4% (79)                   | 4% (92)                        | 7% (157)                  | 38% (825)                           | 38% (842)                  | 2200    |
| Ethnicity: Hispanic               | 5% (16)                  | 6% (23)              | 4% (12)                   | 4% (16)                        | 9% (32)                   | 32% (111)                           | 40% (140)                  | 349     |
| Ethnicity: Afr. Am.               | 2% (6)                   | 2% (5)               | 6% (15)                   | 3% (9)                         | 5% (15)                   | 36% (99)                            | 46% (125)                  | 274     |
| Ethnicity: Other                  | 2% (4)                   | 3% (5)               | 5% (10)                   | 4% (8)                         | 8% (15)                   | 39% (79)                            | 40% (82)                   | 204     |
| All Christian                     | 6% (59)                  | 4% (36)              | 3% (35)                   | 5% (50)                        | 8% (82)                   | 40% (412)                           | 34% (354)                  | 1029    |
| All Non-Christian                 | 2% (2)                   | 5% (6)               | 3% (4)                    | 4% (5)                         | 12% (14)                  | 44% (54)                            | 31% (37)                   | 122     |
| Atheist                           | 3% (4)                   | 3% (4)               | 7% (9)                    | 1% (2)                         | 8% (10)                   | 46% (61)                            | 33% (44)                   | 133     |
| Agnostic/Nothing in particular    | 4% (21)                  | 4% (22)              | 2% (12)                   | 4% (21)                        | 6% (32)                   | 35% (186)                           | 44% (233)                  | 526     |
| Something Else                    | 10% (38)                 | 3% (13)              | 5% (19)                   | 4% (15)                        | 5% (19)                   | 29% (113)                           | 44% (174)                  | 391     |
| Religious Non-Protestant/Catholic | 3% (4)                   | 6% (10)              | 2% (4)                    | 4% (6)                         | 14% (21)                  | 40% (62)                            | 32% (50)                   | 156     |
| Evangelical                       | 8% (47)                  | 5% (31)              | 4% (25)                   | 4% (22)                        | 6% (35)                   | 34% (190)                           | 38% (211)                  | 560     |
| Non-Evangelical                   | 6% (47)                  | 2% (15)              | 3% (28)                   | 5% (41)                        | 7% (59)                   | 40% (321)                           | 37% (298)                  | 809     |
| Community: Urban                  | 5% (27)                  | 5% (27)              | 6% (35)                   | 5% (29)                        | 8% (47)                   | 37% (219)                           | 35% (209)                  | 594     |
| Community: Suburban               | 5% (57)                  | 3% (36)              | 2% (23)                   | 4% (39)                        | 8% (83)                   | 41% (425)                           | 37% (383)                  | 1045    |
| Community: Rural                  | 7% (39)                  | 3% (19)              | 4% (20)                   | 4% (24)                        | 5% (27)                   | 32% (181)                           | 45% (250)                  | 560     |
| Employ: Private Sector            | 8% (47)                  | 7% (41)              | 4% (24)                   | 4% (24)                        | 10% (61)                  | 38% (233)                           | 30% (182)                  | 613     |
| Employ: Government                | 7% (11)                  | 5% (8)               | 4% (5)                    | 6% (9)                         | 11% (17)                  | 35% (54)                            | 33% (50)                   | 154     |
| Employ: Self-Employed             | 7% (12)                  | 1% (3)               | 6% (10)                   | 2% (4)                         | 6% (10)                   | 47% (83)                            | 31% (56)                   | 177     |
| Employ: Homemaker                 | 6% (7)                   | 4% (5)               | 1% (1)                    | 1% (1)                         | 9% (13)                   | 36% (48)                            | 44% (59)                   | 135     |
| Employ: Retired                   | 4% (18)                  | 3% (13)              | 2% (8)                    | 3% (17)                        | 5% (24)                   | 44% (217)                           | 40% (194)                  | 492     |
| Employ: Unemployed                | 3% (11)                  | 1% (4)               | 5% (15)                   | 6% (19)                        | 5% (17)                   | 34% (109)                           | 46% (150)                  | 323     |
| Employ: Other                     | 8% (11)                  | 2% (3)               | 4% (5)                    | 2% (3)                         | 6% (8)                    | 25% (35)                            | 53% (74)                   | 140     |
| Military HH: Yes                  | 6% (19)                  | 4% (14)              | 3% (11)                   | 4% (14)                        | 10% (36)                  | 37% (127)                           | 35% (122)                  | 343     |
| Military HH: No                   | 6% (104)                 | 4% (67)              | 4% (67)                   | 4% (78)                        | 7% (121)                  | 38% (698)                           | 39% (721)                  | 1857    |
| RD/WT: Right Direction            | 12% (70)                 | 7% (40)              | 6% (37)                   | 6% (35)                        | 7% (39)                   | 26% (151)                           | 36% (210)                  | 583     |
| RD/WT: Wrong Track                | 3% (53)                  | 3% (41)              | 3% (41)                   | 4% (57)                        | 7% (118)                  | 42% (674)                           | 39% (632)                  | 1617    |
| Trump Job Approve                 | 11% (97)                 | 6% (54)              | 4% (34)                   | 5% (42)                        | 8% (65)                   | 27% (227)                           | 39% (326)                  | 845     |
| Trump Job Disapprove              | 2% (25)                  | 2% (26)              | 3% (42)                   | 4% (48)                        | 7% (87)                   | 46% (582)                           | 36% (459)                  | 1268    |

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**Table CMS2\_11: Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going to a political rally**

| Demographic                          | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|--------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                               | 6% (124)                 | 4% (82)              | 4% (79)                   | 4% (92)                        | 7% (157)                  | 38% (825)                           | 38% (842)                  | 2200    |
| Trump Job Strongly Approve           | 15% (72)                 | 9% (42)              | 6% (26)                   | 5% (24)                        | 4% (20)                   | 23% (107)                           | 37% (174)                  | 464     |
| Trump Job Somewhat Approve           | 7% (25)                  | 3% (12)              | 2% (9)                    | 5% (18)                        | 12% (45)                  | 31% (120)                           | 40% (152)                  | 381     |
| Trump Job Somewhat Disapprove        | 1% (2)                   | 2% (5)               | 6% (13)                   | 6% (14)                        | 7% (17)                   | 42% (96)                            | 36% (84)                   | 230     |
| Trump Job Strongly Disapprove        | 2% (23)                  | 2% (21)              | 3% (29)                   | 3% (33)                        | 7% (70)                   | 47% (486)                           | 36% (375)                  | 1037    |
| Favorable of Trump                   | 13% (104)                | 6% (53)              | 4% (34)                   | 5% (40)                        | 8% (66)                   | 26% (215)                           | 37% (302)                  | 814     |
| Unfavorable of Trump                 | 2% (19)                  | 2% (23)              | 3% (43)                   | 4% (47)                        | 7% (87)                   | 47% (601)                           | 36% (457)                  | 1278    |
| Very Favorable of Trump              | 16% (74)                 | 9% (42)              | 5% (25)                   | 6% (29)                        | 5% (22)                   | 22% (104)                           | 36% (169)                  | 465     |
| Somewhat Favorable of Trump          | 9% (31)                  | 3% (11)              | 3% (10)                   | 3% (11)                        | 13% (44)                  | 32% (111)                           | 38% (132)                  | 349     |
| Somewhat Unfavorable of Trump        | 1% (2)                   | 5% (10)              | 4% (8)                    | 4% (9)                         | 5% (11)                   | 46% (95)                            | 34% (71)                   | 205     |
| Very Unfavorable of Trump            | 2% (17)                  | 1% (13)              | 3% (35)                   | 4% (38)                        | 7% (76)                   | 47% (506)                           | 36% (387)                  | 1072    |
| #1 Issue: Economy                    | 8% (58)                  | 4% (28)              | 4% (32)                   | 5% (35)                        | 8% (61)                   | 36% (257)                           | 35% (250)                  | 722     |
| #1 Issue: Security                   | 9% (24)                  | 8% (21)              | 4% (12)                   | 3% (9)                         | 6% (15)                   | 29% (78)                            | 40% (104)                  | 263     |
| #1 Issue: Health Care                | 2% (7)                   | 2% (10)              | 4% (17)                   | 3% (12)                        | 6% (26)                   | 49% (209)                           | 34% (146)                  | 427     |
| #1 Issue: Medicare / Social Security | 3% (9)                   | 3% (9)               | 1% (2)                    | 3% (9)                         | 8% (21)                   | 40% (113)                           | 42% (119)                  | 282     |
| #1 Issue: Women's Issues             | 2% (2)                   | 5% (5)               | 2% (2)                    | 10% (11)                       | 10% (11)                  | 39% (43)                            | 33% (37)                   | 111     |
| #1 Issue: Education                  | 4% (5)                   | 1% (2)               | 7% (9)                    | 7% (9)                         | 8% (11)                   | 17% (23)                            | 56% (75)                   | 132     |
| #1 Issue: Energy                     | 7% (6)                   | 4% (4)               | 1% (1)                    | 3% (3)                         | 9% (8)                    | 36% (32)                            | 39% (34)                   | 88      |
| #1 Issue: Other                      | 7% (13)                  | 1% (2)               | 2% (4)                    | 3% (5)                         | 2% (4)                    | 40% (71)                            | 44% (77)                   | 175     |
| 2018 House Vote: Democrat            | 1% (10)                  | 3% (19)              | 3% (23)                   | 3% (23)                        | 8% (62)                   | 51% (386)                           | 31% (236)                  | 760     |
| 2018 House Vote: Republican          | 12% (77)                 | 8% (47)              | 4% (24)                   | 5% (34)                        | 8% (48)                   | 31% (193)                           | 32% (194)                  | 616     |
| 2018 House Vote: Someone else        | 5% (3)                   | 2% (2)               | 2% (1)                    | 3% (2)                         | 3% (2)                    | 40% (28)                            | 46% (32)                   | 70      |
| 2016 Vote: Hillary Clinton           | 1% (6)                   | 3% (18)              | 3% (18)                   | 3% (22)                        | 9% (60)                   | 50% (344)                           | 32% (221)                  | 689     |
| 2016 Vote: Donald Trump              | 11% (76)                 | 7% (46)              | 5% (30)                   | 5% (35)                        | 8% (51)                   | 31% (204)                           | 33% (216)                  | 658     |
| 2016 Vote: Other                     | 6% (9)                   | 1% (1)               | 1% (2)                    | 2% (4)                         | 5% (8)                    | 44% (69)                            | 41% (64)                   | 157     |
| 2016 Vote: Didn't Vote               | 5% (33)                  | 2% (16)              | 4% (28)                   | 4% (30)                        | 6% (38)                   | 30% (209)                           | 49% (341)                  | 696     |
| Voted in 2014: Yes                   | 7% (82)                  | 4% (46)              | 3% (43)                   | 4% (47)                        | 8% (98)                   | 42% (528)                           | 33% (411)                  | 1255    |
| Voted in 2014: No                    | 4% (41)                  | 4% (35)              | 4% (35)                   | 5% (46)                        | 6% (59)                   | 31% (298)                           | 46% (431)                  | 945     |

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**Table CMS2\_11:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going to a political rally

| Demographic                           | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|---------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                                | 6% (124)                 | 4% (82)              | 4% (79)                   | 4% (92)                        | 7% (157)                  | 38% (825)                           | 38% (842)                  | 2200    |
| 2012 Vote: Barack Obama               | 3% (23)                  | 2% (15)              | 3% (22)                   | 3% (26)                        | 8% (64)                   | 46% (362)                           | 35% (273)                  | 785     |
| 2012 Vote: Mitt Romney                | 11% (52)                 | 6% (31)              | 4% (20)                   | 5% (26)                        | 7% (34)                   | 36% (179)                           | 31% (155)                  | 496     |
| 2012 Vote: Other                      | 13% (11)                 | 2% (2)               | 1% (1)                    | 2% (2)                         | 4% (4)                    | 37% (31)                            | 41% (34)                   | 83      |
| 2012 Vote: Didn't Vote                | 5% (38)                  | 4% (33)              | 4% (37)                   | 5% (39)                        | 7% (56)                   | 30% (251)                           | 46% (378)                  | 831     |
| 4-Region: Northeast                   | 7% (26)                  | 3% (10)              | 2% (8)                    | 3% (13)                        | 6% (22)                   | 42% (166)                           | 38% (148)                  | 394     |
| 4-Region: Midwest                     | 6% (29)                  | 4% (17)              | 4% (18)                   | 5% (22)                        | 6% (30)                   | 40% (185)                           | 35% (161)                  | 462     |
| 4-Region: South                       | 7% (55)                  | 4% (29)              | 4% (31)                   | 4% (37)                        | 6% (48)                   | 34% (281)                           | 42% (343)                  | 824     |
| 4-Region: West                        | 3% (14)                  | 5% (25)              | 4% (21)                   | 4% (20)                        | 11% (58)                  | 37% (193)                           | 37% (190)                  | 520     |
| Frequent Flyer                        | 6% (16)                  | 7% (18)              | 5% (13)                   | 10% (27)                       | 12% (33)                  | 37% (101)                           | 24% (65)                   | 273     |
| International Travel                  | 4% (19)                  | 9% (36)              | 5% (21)                   | 8% (36)                        | 11% (47)                  | 39% (165)                           | 23% (97)                   | 420     |
| Sports fans                           | 6% (85)                  | 5% (68)              | 4% (62)                   | 5% (71)                        | 8% (117)                  | 37% (542)                           | 35% (512)                  | 1457    |
| Heard a lot/some about new H1N1       | 5% (52)                  | 4% (35)              | 5% (46)                   | 4% (40)                        | 9% (87)                   | 40% (399)                           | 34% (337)                  | 997     |
| Heard not much/nothing about new H1N1 | 6% (71)                  | 4% (46)              | 3% (33)                   | 4% (52)                        | 6% (70)                   | 35% (426)                           | 42% (505)                  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_12: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to the gym or an exercise class

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 10% (223)             | 5% (116)          | 6% (128)               | 8% (170)                 | 9% (190)               | 33% (723)                     | 30% (649)               | 2200    |
| Gender: Male             | 12% (128)             | 7% (72)           | 6% (61)                | 8% (90)                  | 8% (90)                | 32% (340)                     | 26% (281)               | 1062    |
| Gender: Female           | 8% (95)               | 4% (45)           | 6% (67)                | 7% (80)                  | 9% (100)               | 34% (384)                     | 32% (368)               | 1138    |
| Age: 18-34               | 11% (74)              | 7% (45)           | 10% (67)               | 11% (75)                 | 9% (59)                | 25% (163)                     | 26% (173)               | 655     |
| Age: 35-44               | 15% (52)              | 6% (22)           | 6% (20)                | 8% (27)                  | 10% (34)               | 34% (121)                     | 23% (81)                | 358     |
| Age: 45-64               | 9% (70)               | 5% (36)           | 4% (28)                | 5% (40)                  | 8% (57)                | 36% (273)                     | 33% (246)               | 751     |
| Age: 65+                 | 6% (27)               | 3% (13)           | 3% (13)                | 6% (28)                  | 9% (39)                | 38% (167)                     | 34% (150)               | 436     |
| GenZers: 1997-2012       | 14% (48)              | 7% (22)           | 9% (29)                | 13% (45)                 | 8% (27)                | 21% (72)                      | 28% (96)                | 340     |
| Millennials: 1981-1996   | 10% (51)              | 7% (36)           | 9% (46)                | 8% (39)                  | 10% (51)               | 30% (146)                     | 25% (121)               | 492     |
| GenXers: 1965-1980       | 12% (64)              | 5% (29)           | 5% (26)                | 8% (41)                  | 9% (47)                | 35% (191)                     | 26% (141)               | 539     |
| Baby Boomers: 1946-1964  | 7% (55)               | 3% (24)           | 3% (26)                | 6% (42)                  | 8% (57)                | 38% (283)                     | 35% (264)               | 752     |
| PID: Dem (no lean)       | 5% (38)               | 4% (33)           | 6% (50)                | 8% (62)                  | 10% (83)               | 39% (322)                     | 29% (236)               | 823     |
| PID: Ind (no lean)       | 12% (86)              | 4% (28)           | 6% (43)                | 7% (52)                  | 9% (62)                | 31% (221)                     | 32% (229)               | 720     |
| PID: Rep (no lean)       | 15% (99)              | 8% (56)           | 5% (35)                | 9% (56)                  | 7% (45)                | 28% (181)                     | 28% (185)               | 657     |
| PID/Gender: Dem Men      | 5% (17)               | 6% (23)           | 4% (13)                | 9% (32)                  | 10% (36)               | 38% (139)                     | 28% (101)               | 360     |
| PID/Gender: Dem Women    | 4% (21)               | 2% (10)           | 8% (36)                | 6% (30)                  | 10% (47)               | 40% (183)                     | 29% (135)               | 462     |
| PID/Gender: Ind Men      | 13% (48)              | 4% (13)           | 7% (25)                | 6% (23)                  | 9% (31)                | 31% (112)                     | 30% (110)               | 362     |
| PID/Gender: Ind Women    | 11% (38)              | 4% (14)           | 5% (18)                | 8% (29)                  | 9% (31)                | 30% (109)                     | 33% (119)               | 358     |
| PID/Gender: Rep Men      | 19% (63)              | 10% (36)          | 7% (23)                | 10% (35)                 | 7% (23)                | 26% (89)                      | 21% (71)                | 339     |
| PID/Gender: Rep Women    | 11% (36)              | 6% (20)           | 4% (12)                | 7% (22)                  | 7% (22)                | 29% (92)                      | 36% (114)               | 318     |
| Ideo: Liberal (1-3)      | 6% (38)               | 5% (30)           | 6% (41)                | 7% (45)                  | 12% (78)               | 41% (266)                     | 23% (147)               | 644     |
| Ideo: Moderate (4)       | 10% (57)              | 4% (21)           | 3% (20)                | 9% (49)                  | 8% (46)                | 34% (194)                     | 32% (186)               | 572     |
| Ideo: Conservative (5-7) | 16% (113)             | 8% (56)           | 6% (45)                | 9% (63)                  | 7% (53)                | 28% (200)                     | 27% (195)               | 724     |
| Educ: < College          | 9% (143)              | 5% (72)           | 6% (87)                | 7% (104)                 | 8% (116)               | 31% (465)                     | 35% (525)               | 1512    |
| Educ: Bachelors degree   | 12% (52)              | 6% (26)           | 5% (22)                | 10% (44)                 | 10% (45)               | 38% (169)                     | 20% (87)                | 444     |
| Educ: Post-grad          | 12% (28)              | 7% (18)           | 8% (19)                | 9% (22)                  | 12% (29)               | 37% (89)                      | 15% (38)                | 244     |
| Income: Under 50k        | 9% (110)              | 4% (53)           | 6% (72)                | 7% (78)                  | 7% (78)                | 30% (359)                     | 37% (438)               | 1189    |
| Income: 50k-100k         | 10% (65)              | 5% (36)           | 6% (39)                | 10% (66)                 | 11% (71)               | 34% (228)                     | 24% (156)               | 662     |
| Income: 100k+            | 14% (48)              | 8% (27)           | 5% (18)                | 7% (26)                  | 11% (40)               | 39% (136)                     | 16% (55)                | 349     |
| Ethnicity: White         | 11% (197)             | 6% (102)          | 5% (94)                | 7% (117)                 | 9% (154)               | 33% (572)                     | 28% (487)               | 1722    |

Continued on next page

**Table CMS2\_12: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to the gym or an exercise class

| Demographic                       | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|-----------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                            | 10% (223)             | 5% (116)          | 6% (128)               | 8% (170)                 | 9% (190)               | 33% (723)                     | 30% (649)               | 2200    |
| Ethnicity: Hispanic               | 10% (36)              | 7% (23)           | 9% (30)                | 14% (48)                 | 3% (12)                | 31% (107)                     | 27% (94)                | 349     |
| Ethnicity: Afr. Am.               | 4% (11)               | 3% (8)            | 9% (24)                | 9% (25)                  | 8% (23)                | 32% (87)                      | 35% (96)                | 274     |
| Ethnicity: Other                  | 7% (15)               | 3% (7)            | 5% (11)                | 13% (27)                 | 6% (12)                | 32% (65)                      | 33% (67)                | 204     |
| All Christian                     | 10% (100)             | 7% (71)           | 5% (47)                | 8% (82)                  | 9% (96)                | 35% (355)                     | 27% (277)               | 1029    |
| All Non-Christian                 | 4% (5)                | 5% (6)            | 9% (11)                | 8% (9)                   | 13% (16)               | 37% (45)                      | 24% (29)                | 122     |
| Atheist                           | 8% (10)               | 5% (6)            | 5% (7)                 | 7% (10)                  | 12% (16)               | 33% (44)                      | 30% (40)                | 133     |
| Agnostic/Nothing in particular    | 9% (46)               | 4% (22)           | 5% (29)                | 7% (35)                  | 7% (39)                | 31% (165)                     | 36% (190)               | 526     |
| Something Else                    | 16% (62)              | 3% (11)           | 9% (36)                | 9% (33)                  | 6% (23)                | 29% (113)                     | 29% (113)               | 391     |
| Religious Non-Protestant/Catholic | 6% (10)               | 5% (8)            | 8% (13)                | 8% (12)                  | 14% (22)               | 35% (54)                      | 24% (38)                | 156     |
| Evangelical                       | 14% (79)              | 6% (35)           | 6% (32)                | 9% (51)                  | 7% (41)                | 29% (162)                     | 29% (160)               | 560     |
| Non-Evangelical                   | 10% (77)              | 6% (45)           | 6% (47)                | 8% (61)                  | 8% (69)                | 37% (296)                     | 27% (215)               | 809     |
| Community: Urban                  | 10% (60)              | 6% (36)           | 8% (47)                | 8% (48)                  | 8% (47)                | 34% (200)                     | 26% (156)               | 594     |
| Community: Suburban               | 9% (97)               | 5% (50)           | 5% (53)                | 9% (93)                  | 10% (109)              | 35% (364)                     | 27% (279)               | 1045    |
| Community: Rural                  | 12% (66)              | 5% (31)           | 5% (28)                | 5% (29)                  | 6% (34)                | 28% (159)                     | 38% (214)               | 560     |
| Employ: Private Sector            | 13% (80)              | 8% (48)           | 7% (44)                | 9% (54)                  | 11% (69)               | 33% (200)                     | 19% (118)               | 613     |
| Employ: Government                | 9% (13)               | 6% (10)           | 8% (13)                | 8% (12)                  | 14% (21)               | 29% (45)                      | 26% (40)                | 154     |
| Employ: Self-Employed             | 14% (25)              | 6% (10)           | 8% (14)                | 7% (12)                  | 10% (17)               | 37% (65)                      | 19% (34)                | 177     |
| Employ: Homemaker                 | 8% (11)               | 3% (4)            | 3% (4)                 | 7% (9)                   | 9% (12)                | 31% (42)                      | 39% (52)                | 135     |
| Employ: Retired                   | 7% (33)               | 3% (14)           | 2% (11)                | 6% (28)                  | 7% (33)                | 41% (202)                     | 35% (170)               | 492     |
| Employ: Unemployed                | 7% (21)               | 4% (12)           | 7% (24)                | 6% (21)                  | 4% (14)                | 30% (97)                      | 42% (135)               | 323     |
| Employ: Other                     | 15% (20)              | 1% (1)            | 5% (6)                 | 10% (14)                 | 6% (8)                 | 26% (36)                      | 38% (53)                | 140     |
| Military HH: Yes                  | 9% (32)               | 7% (23)           | 6% (19)                | 9% (31)                  | 9% (33)                | 33% (114)                     | 27% (92)                | 343     |
| Military HH: No                   | 10% (191)             | 5% (94)           | 6% (109)               | 8% (140)                 | 8% (157)               | 33% (610)                     | 30% (557)               | 1857    |
| RD/WT: Right Direction            | 17% (100)             | 9% (51)           | 7% (41)                | 9% (53)                  | 5% (31)                | 24% (137)                     | 29% (169)               | 583     |
| RD/WT: Wrong Track                | 8% (122)              | 4% (66)           | 5% (87)                | 7% (117)                 | 10% (159)              | 36% (586)                     | 30% (481)               | 1617    |
| Trump Job Approve                 | 18% (148)             | 8% (66)           | 6% (49)                | 8% (68)                  | 6% (52)                | 24% (206)                     | 30% (257)               | 845     |
| Trump Job Disapprove              | 5% (69)               | 4% (47)           | 6% (75)                | 8% (100)                 | 11% (135)              | 39% (499)                     | 27% (342)               | 1268    |

Continued on next page

**Table CMS2\_12: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going to the gym or an exercise class

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 10% (223)             | 5% (116)          | 6% (128)               | 8% (170)                 | 9% (190)               | 33% (723)                     | 30% (649)               | 2200    |
| Trump Job Strongly Approve           | 19% (90)              | 10% (47)          | 5% (22)                | 7% (31)                  | 6% (27)                | 21% (99)                      | 32% (148)               | 464     |
| Trump Job Somewhat Approve           | 15% (58)              | 5% (19)           | 7% (27)                | 10% (37)                 | 7% (26)                | 28% (106)                     | 28% (108)               | 381     |
| Trump Job Somewhat Disapprove        | 7% (17)               | 4% (9)            | 10% (22)               | 8% (18)                  | 9% (22)                | 36% (83)                      | 25% (58)                | 230     |
| Trump Job Strongly Disapprove        | 5% (52)               | 4% (38)           | 5% (53)                | 8% (82)                  | 11% (114)              | 40% (416)                     | 27% (284)               | 1037    |
| Favorable of Trump                   | 19% (151)             | 8% (68)           | 6% (51)                | 7% (61)                  | 6% (53)                | 24% (197)                     | 29% (234)               | 814     |
| Unfavorable of Trump                 | 5% (70)               | 3% (44)           | 6% (75)                | 8% (104)                 | 11% (135)              | 40% (512)                     | 27% (339)               | 1278    |
| Very Favorable of Trump              | 20% (95)              | 10% (48)          | 6% (26)                | 6% (26)                  | 6% (29)                | 22% (101)                     | 30% (140)               | 465     |
| Somewhat Favorable of Trump          | 16% (56)              | 6% (20)           | 7% (25)                | 10% (35)                 | 7% (24)                | 27% (95)                      | 27% (93)                | 349     |
| Somewhat Unfavorable of Trump        | 10% (21)              | 5% (9)            | 8% (16)                | 8% (17)                  | 10% (21)               | 40% (82)                      | 20% (40)                | 205     |
| Very Unfavorable of Trump            | 5% (49)               | 3% (34)           | 6% (59)                | 8% (87)                  | 11% (114)              | 40% (430)                     | 28% (298)               | 1072    |
| #1 Issue: Economy                    | 13% (94)              | 5% (36)           | 7% (53)                | 9% (65)                  | 9% (67)                | 30% (218)                     | 26% (188)               | 722     |
| #1 Issue: Security                   | 16% (42)              | 7% (17)           | 6% (16)                | 5% (14)                  | 9% (22)                | 27% (71)                      | 31% (81)                | 263     |
| #1 Issue: Health Care                | 3% (14)               | 4% (19)           | 6% (25)                | 9% (38)                  | 9% (38)                | 46% (197)                     | 22% (95)                | 427     |
| #1 Issue: Medicare / Social Security | 6% (16)               | 5% (15)           | 3% (8)                 | 6% (17)                  | 7% (20)                | 35% (98)                      | 39% (109)               | 282     |
| #1 Issue: Women's Issues             | 8% (9)                | 8% (9)            | 2% (2)                 | 11% (12)                 | 13% (15)               | 26% (29)                      | 31% (35)                | 111     |
| #1 Issue: Education                  | 13% (17)              | 5% (6)            | 9% (13)                | 9% (12)                  | 10% (13)               | 14% (19)                      | 40% (52)                | 132     |
| #1 Issue: Energy                     | 13% (11)              | 13% (11)          | 6% (5)                 | 9% (8)                   | 8% (7)                 | 30% (26)                      | 22% (19)                | 88      |
| #1 Issue: Other                      | 11% (19)              | 1% (2)            | 4% (7)                 | 2% (4)                   | 4% (7)                 | 37% (66)                      | 40% (70)                | 175     |
| 2018 House Vote: Democrat            | 4% (32)               | 4% (28)           | 5% (38)                | 7% (54)                  | 12% (90)               | 42% (321)                     | 26% (198)               | 760     |
| 2018 House Vote: Republican          | 17% (107)             | 8% (50)           | 6% (39)                | 9% (55)                  | 7% (42)                | 27% (169)                     | 25% (154)               | 616     |
| 2018 House Vote: Someone else        | 8% (6)                | 5% (3)            | 5% (4)                 | 5% (3)                   | 13% (9)                | 33% (23)                      | 32% (22)                | 70      |
| 2016 Vote: Hillary Clinton           | 3% (24)               | 4% (27)           | 5% (34)                | 6% (44)                  | 11% (76)               | 43% (294)                     | 28% (191)               | 689     |
| 2016 Vote: Donald Trump              | 15% (101)             | 8% (54)           | 7% (43)                | 9% (58)                  | 7% (45)                | 29% (191)                     | 25% (166)               | 658     |
| 2016 Vote: Other                     | 9% (15)               | 4% (6)            | 4% (6)                 | 6% (10)                  | 14% (22)               | 31% (49)                      | 32% (50)                | 157     |
| 2016 Vote: Didn't Vote               | 12% (83)              | 4% (30)           | 7% (46)                | 8% (57)                  | 7% (47)                | 27% (189)                     | 35% (243)               | 696     |
| Voted in 2014: Yes                   | 10% (124)             | 6% (74)           | 5% (67)                | 7% (88)                  | 10% (123)              | 36% (457)                     | 26% (322)               | 1255    |
| Voted in 2014: No                    | 10% (99)              | 5% (43)           | 7% (62)                | 9% (82)                  | 7% (67)                | 28% (266)                     | 35% (328)               | 945     |

Continued on next page

**Table CMS2\_12:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going to the gym or an exercise class

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 10% (223)             | 5% (116)          | 6% (128)               | 8% (170)                 | 9% (190)               | 33% (723)                     | 30% (649)               | 2200    |
| 2012 Vote: Barack Obama               | 5% (41)               | 5% (36)           | 4% (35)                | 7% (57)                  | 10% (81)               | 42% (327)                     | 27% (208)               | 785     |
| 2012 Vote: Mitt Romney                | 16% (78)              | 8% (39)           | 6% (29)                | 7% (34)                  | 7% (36)                | 31% (155)                     | 25% (126)               | 496     |
| 2012 Vote: Other                      | 13% (10)              | 3% (3)            | 5% (5)                 | 2% (2)                   | 13% (11)               | 27% (23)                      | 37% (31)                | 83      |
| 2012 Vote: Didn't Vote                | 11% (94)              | 5% (39)           | 7% (59)                | 9% (78)                  | 7% (62)                | 26% (217)                     | 34% (282)               | 831     |
| 4-Region: Northeast                   | 10% (38)              | 5% (21)           | 4% (17)                | 7% (29)                  | 9% (34)                | 39% (153)                     | 26% (101)               | 394     |
| 4-Region: Midwest                     | 11% (50)              | 6% (26)           | 4% (20)                | 7% (31)                  | 10% (44)               | 33% (153)                     | 30% (137)               | 462     |
| 4-Region: South                       | 12% (97)              | 5% (44)           | 7% (55)                | 7% (58)                  | 8% (66)                | 29% (243)                     | 32% (262)               | 824     |
| 4-Region: West                        | 7% (37)               | 5% (25)           | 7% (36)                | 10% (53)                 | 9% (46)                | 34% (174)                     | 29% (149)               | 520     |
| Frequent Flyer                        | 15% (40)              | 8% (22)           | 8% (22)                | 10% (28)                 | 10% (27)               | 29% (78)                      | 20% (55)                | 273     |
| International Travel                  | 11% (48)              | 9% (38)           | 9% (39)                | 10% (41)                 | 11% (46)               | 33% (139)                     | 16% (69)                | 420     |
| Sports fans                           | 11% (165)             | 6% (88)           | 7% (101)               | 9% (138)                 | 9% (137)               | 31% (458)                     | 25% (370)               | 1457    |
| Heard a lot/some about new H1N1       | 10% (96)              | 6% (64)           | 6% (61)                | 8% (76)                  | 10% (103)              | 36% (358)                     | 24% (238)               | 997     |
| Heard not much/nothing about new H1N1 | 11% (126)             | 4% (52)           | 6% (67)                | 8% (94)                  | 7% (87)                | 30% (365)                     | 34% (412)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_13: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going on vacation

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 11% (251)             | 7% (163)          | 8% (173)               | 9% (199)                 | 12% (266)              | 32% (711)                     | 20% (436)               | 2200    |
| Gender: Male             | 13% (143)             | 9% (91)           | 9% (93)                | 10% (109)                | 13% (136)              | 29% (303)                     | 18% (187)               | 1062    |
| Gender: Female           | 10% (109)             | 6% (73)           | 7% (81)                | 8% (89)                  | 11% (130)              | 36% (408)                     | 22% (248)               | 1138    |
| Age: 18-34               | 11% (71)              | 8% (55)           | 10% (63)               | 10% (67)                 | 12% (79)               | 27% (180)                     | 21% (140)               | 655     |
| Age: 35-44               | 13% (48)              | 6% (21)           | 9% (33)                | 10% (38)                 | 13% (45)               | 31% (110)                     | 18% (63)                | 358     |
| Age: 45-64               | 13% (95)              | 7% (51)           | 7% (52)                | 8% (61)                  | 11% (81)               | 35% (264)                     | 20% (147)               | 751     |
| Age: 65+                 | 9% (37)               | 8% (37)           | 6% (25)                | 8% (33)                  | 14% (61)               | 36% (157)                     | 20% (86)                | 436     |
| GenZers: 1997-2012       | 8% (26)               | 8% (26)           | 11% (38)               | 9% (31)                  | 12% (42)               | 27% (93)                      | 25% (84)                | 340     |
| Millennials: 1981-1996   | 14% (70)              | 9% (42)           | 8% (39)                | 12% (58)                 | 12% (58)               | 28% (138)                     | 18% (87)                | 492     |
| GenXers: 1965-1980       | 14% (76)              | 6% (30)           | 8% (44)                | 8% (42)                  | 10% (54)               | 33% (179)                     | 21% (113)               | 539     |
| Baby Boomers: 1946-1964  | 10% (72)              | 8% (57)           | 6% (46)                | 8% (62)                  | 13% (100)              | 37% (276)                     | 18% (137)               | 752     |
| PID: Dem (no lean)       | 7% (57)               | 5% (42)           | 7% (61)                | 9% (71)                  | 11% (94)               | 40% (332)                     | 20% (166)               | 823     |
| PID: Ind (no lean)       | 10% (74)              | 8% (57)           | 8% (58)                | 10% (73)                 | 12% (89)               | 29% (209)                     | 22% (159)               | 720     |
| PID: Rep (no lean)       | 18% (121)             | 10% (65)          | 8% (54)                | 8% (55)                  | 13% (83)               | 26% (170)                     | 17% (110)               | 657     |
| PID/Gender: Dem Men      | 10% (36)              | 4% (15)           | 9% (31)                | 10% (36)                 | 12% (44)               | 36% (131)                     | 19% (67)                | 360     |
| PID/Gender: Dem Women    | 5% (21)               | 6% (27)           | 7% (30)                | 8% (35)                  | 11% (50)               | 43% (201)                     | 21% (99)                | 462     |
| PID/Gender: Ind Men      | 11% (39)              | 10% (37)          | 8% (30)                | 10% (37)                 | 13% (45)               | 27% (98)                      | 21% (76)                | 362     |
| PID/Gender: Ind Women    | 10% (35)              | 6% (20)           | 8% (29)                | 10% (36)                 | 12% (44)               | 31% (111)                     | 23% (83)                | 358     |
| PID/Gender: Rep Men      | 20% (68)              | 11% (38)          | 9% (32)                | 11% (37)                 | 14% (46)               | 22% (74)                      | 13% (45)                | 339     |
| PID/Gender: Rep Women    | 17% (53)              | 8% (26)           | 7% (22)                | 6% (18)                  | 11% (36)               | 30% (96)                      | 21% (66)                | 318     |
| Ideo: Liberal (1-3)      | 7% (45)               | 6% (42)           | 8% (49)                | 9% (55)                  | 14% (91)               | 40% (261)                     | 16% (102)               | 644     |
| Ideo: Moderate (4)       | 11% (61)              | 7% (37)           | 5% (31)                | 9% (51)                  | 11% (64)               | 37% (210)                     | 21% (117)               | 572     |
| Ideo: Conservative (5-7) | 18% (128)             | 11% (77)          | 10% (70)               | 10% (70)                 | 13% (94)               | 25% (180)                     | 15% (105)               | 724     |
| Educ: < College          | 10% (155)             | 7% (106)          | 8% (114)               | 9% (129)                 | 11% (169)              | 32% (477)                     | 24% (362)               | 1512    |
| Educ: Bachelors degree   | 15% (67)              | 7% (32)           | 8% (36)                | 10% (44)                 | 13% (56)               | 36% (159)                     | 11% (49)                | 444     |
| Educ: Post-grad          | 12% (30)              | 10% (25)          | 9% (23)                | 11% (26)                 | 17% (41)               | 31% (75)                      | 10% (24)                | 244     |
| Income: Under 50k        | 10% (120)             | 6% (67)           | 8% (94)                | 8% (94)                  | 9% (112)               | 32% (381)                     | 27% (321)               | 1189    |
| Income: 50k-100k         | 12% (81)              | 9% (61)           | 7% (44)                | 10% (66)                 | 16% (104)              | 33% (221)                     | 13% (86)                | 662     |
| Income: 100k+            | 14% (51)              | 10% (36)          | 10% (35)               | 11% (38)                 | 14% (50)               | 31% (109)                     | 8% (30)                 | 349     |
| Ethnicity: White         | 13% (227)             | 9% (148)          | 8% (135)               | 9% (161)                 | 11% (198)              | 32% (552)                     | 17% (301)               | 1722    |

Continued on next page

**Table CMS2\_13: Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Going on vacation**

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 11% (251)                | 7% (163)             | 8% (173)                  | 9% (199)                       | 12% (266)                 | 32% (711)                           | 20% (436)                  | 2200    |
| Ethnicity: Hispanic               | 11% (39)                 | 8% (29)              | 10% (36)                  | 11% (38)                       | 10% (35)                  | 31% (108)                           | 18% (64)                   | 349     |
| Ethnicity: Afr. Am.               | 4% (11)                  | 3% (8)               | 9% (26)                   | 7% (19)                        | 12% (33)                  | 32% (88)                            | 33% (89)                   | 274     |
| Ethnicity: Other                  | 7% (14)                  | 4% (8)               | 6% (12)                   | 9% (19)                        | 17% (35)                  | 35% (71)                            | 22% (45)                   | 204     |
| All Christian                     | 13% (135)                | 8% (86)              | 7% (75)                   | 9% (95)                        | 13% (129)                 | 32% (332)                           | 17% (177)                  | 1029    |
| All Non-Christian                 | 4% (5)                   | 7% (8)               | 4% (5)                    | 13% (15)                       | 25% (31)                  | 34% (42)                            | 13% (15)                   | 122     |
| Atheist                           | 8% (11)                  | 7% (9)               | 15% (19)                  | 9% (12)                        | 12% (17)                  | 34% (45)                            | 16% (21)                   | 133     |
| Agnostic/Nothing in particular    | 8% (42)                  | 7% (37)              | 7% (39)                   | 8% (42)                        | 10% (51)                  | 33% (174)                           | 27% (140)                  | 526     |
| Something Else                    | 15% (59)                 | 6% (23)              | 9% (35)                   | 9% (34)                        | 10% (39)                  | 30% (119)                           | 21% (82)                   | 391     |
| Religious Non-Protestant/Catholic | 4% (7)                   | 7% (10)              | 5% (8)                    | 13% (20)                       | 23% (35)                  | 35% (54)                            | 14% (21)                   | 156     |
| Evangelical                       | 17% (93)                 | 8% (47)              | 8% (44)                   | 8% (45)                        | 12% (66)                  | 28% (156)                           | 20% (110)                  | 560     |
| Non-Evangelical                   | 12% (99)                 | 7% (60)              | 8% (62)                   | 9% (77)                        | 12% (96)                  | 35% (280)                           | 17% (136)                  | 809     |
| Community: Urban                  | 10% (57)                 | 7% (39)              | 11% (64)                  | 9% (52)                        | 12% (73)                  | 32% (193)                           | 20% (117)                  | 594     |
| Community: Suburban               | 11% (119)                | 8% (86)              | 7% (69)                   | 10% (101)                      | 13% (138)                 | 34% (359)                           | 17% (175)                  | 1045    |
| Community: Rural                  | 13% (75)                 | 7% (39)              | 7% (41)                   | 8% (46)                        | 10% (56)                  | 29% (160)                           | 26% (144)                  | 560     |
| Employ: Private Sector            | 14% (85)                 | 10% (59)             | 9% (56)                   | 10% (61)                       | 14% (83)                  | 32% (198)                           | 11% (70)                   | 613     |
| Employ: Government                | 18% (28)                 | 10% (16)             | 9% (14)                   | 13% (20)                       | 12% (19)                  | 21% (32)                            | 17% (26)                   | 154     |
| Employ: Self-Employed             | 17% (30)                 | 5% (10)              | 8% (14)                   | 10% (18)                       | 16% (28)                  | 34% (60)                            | 10% (17)                   | 177     |
| Employ: Homemaker                 | 8% (11)                  | 3% (5)               | 4% (5)                    | 11% (15)                       | 10% (13)                  | 39% (52)                            | 25% (34)                   | 135     |
| Employ: Retired                   | 9% (43)                  | 8% (40)              | 5% (27)                   | 7% (32)                        | 13% (62)                  | 38% (188)                           | 20% (99)                   | 492     |
| Employ: Unemployed                | 7% (22)                  | 4% (14)              | 8% (26)                   | 10% (32)                       | 7% (23)                   | 31% (99)                            | 33% (108)                  | 323     |
| Employ: Other                     | 13% (17)                 | 6% (9)               | 9% (12)                   | 7% (9)                         | 10% (14)                  | 24% (34)                            | 32% (44)                   | 140     |
| Military HH: Yes                  | 13% (44)                 | 9% (32)              | 8% (27)                   | 9% (31)                        | 13% (43)                  | 31% (107)                           | 17% (58)                   | 343     |
| Military HH: No                   | 11% (207)                | 7% (131)             | 8% (146)                  | 9% (168)                       | 12% (223)                 | 33% (605)                           | 20% (377)                  | 1857    |
| RD/WT: Right Direction            | 19% (109)                | 12% (72)             | 9% (53)                   | 9% (55)                        | 11% (67)                  | 22% (130)                           | 17% (98)                   | 583     |
| RD/WT: Wrong Track                | 9% (143)                 | 6% (91)              | 7% (120)                  | 9% (144)                       | 12% (200)                 | 36% (582)                           | 21% (338)                  | 1617    |
| Trump Job Approve                 | 19% (160)                | 11% (90)             | 8% (69)                   | 9% (78)                        | 12% (105)                 | 24% (203)                           | 17% (141)                  | 845     |
| Trump Job Disapprove              | 7% (88)                  | 6% (70)              | 8% (102)                  | 9% (113)                       | 13% (159)                 | 39% (491)                           | 19% (245)                  | 1268    |

Continued on next page

**Table CMS2\_13: Based on what you know about the coronavirus, when would you feel comfortable doing the following?**  
Going on vacation

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 11% (251)             | 7% (163)          | 8% (173)               | 9% (199)                 | 12% (266)              | 32% (711)                     | 20% (436)               | 2200    |
| Trump Job Strongly Approve           | 23% (105)             | 10% (49)          | 10% (47)               | 8% (36)                  | 9% (43)                | 22% (100)                     | 18% (84)                | 464     |
| Trump Job Somewhat Approve           | 15% (56)              | 11% (41)          | 6% (22)                | 11% (41)                 | 16% (62)               | 27% (103)                     | 15% (56)                | 381     |
| Trump Job Somewhat Disapprove        | 11% (25)              | 6% (14)           | 10% (22)               | 12% (27)                 | 15% (34)               | 29% (67)                      | 18% (40)                | 230     |
| Trump Job Strongly Disapprove        | 6% (63)               | 5% (56)           | 8% (79)                | 8% (86)                  | 12% (125)              | 41% (424)                     | 20% (204)               | 1037    |
| Favorable of Trump                   | 20% (162)             | 11% (89)          | 8% (66)                | 10% (79)                 | 13% (102)              | 24% (193)                     | 15% (124)               | 814     |
| Unfavorable of Trump                 | 7% (88)               | 5% (70)           | 8% (105)               | 9% (112)                 | 13% (162)              | 39% (501)                     | 19% (239)               | 1278    |
| Very Favorable of Trump              | 23% (108)             | 11% (52)          | 10% (46)               | 7% (35)                  | 10% (47)               | 21% (100)                     | 17% (77)                | 465     |
| Somewhat Favorable of Trump          | 15% (54)              | 11% (37)          | 6% (19)                | 13% (44)                 | 16% (55)               | 27% (93)                      | 13% (47)                | 349     |
| Somewhat Unfavorable of Trump        | 9% (19)               | 7% (15)           | 10% (20)               | 12% (25)                 | 18% (36)               | 30% (61)                      | 14% (30)                | 205     |
| Very Unfavorable of Trump            | 6% (69)               | 5% (55)           | 8% (85)                | 8% (88)                  | 12% (126)              | 41% (440)                     | 20% (209)               | 1072    |
| #1 Issue: Economy                    | 15% (108)             | 8% (56)           | 9% (68)                | 11% (80)                 | 13% (95)               | 27% (198)                     | 16% (117)               | 722     |
| #1 Issue: Security                   | 18% (48)              | 10% (26)          | 7% (18)                | 9% (24)                  | 11% (29)               | 25% (66)                      | 19% (51)                | 263     |
| #1 Issue: Health Care                | 6% (24)               | 5% (23)           | 8% (32)                | 9% (39)                  | 11% (49)               | 46% (196)                     | 15% (64)                | 427     |
| #1 Issue: Medicare / Social Security | 7% (21)               | 8% (21)           | 6% (16)                | 10% (29)                 | 11% (30)               | 35% (99)                      | 24% (66)                | 282     |
| #1 Issue: Women's Issues             | 6% (7)                | 14% (15)          | 11% (13)               | 8% (9)                   | 10% (11)               | 30% (33)                      | 21% (23)                | 111     |
| #1 Issue: Education                  | 12% (16)              | 4% (6)            | 7% (9)                 | 4% (5)                   | 14% (19)               | 22% (29)                      | 37% (48)                | 132     |
| #1 Issue: Energy                     | 14% (13)              | 8% (7)            | 9% (8)                 | 3% (3)                   | 14% (12)               | 36% (32)                      | 16% (14)                | 88      |
| #1 Issue: Other                      | 9% (16)               | 5% (10)           | 5% (10)                | 5% (9)                   | 12% (21)               | 33% (58)                      | 30% (52)                | 175     |
| 2018 House Vote: Democrat            | 5% (40)               | 7% (52)           | 7% (51)                | 9% (68)                  | 12% (94)               | 41% (310)                     | 19% (146)               | 760     |
| 2018 House Vote: Republican          | 21% (128)             | 11% (71)          | 9% (53)                | 10% (62)                 | 12% (73)               | 25% (153)                     | 12% (76)                | 616     |
| 2018 House Vote: Someone else        | 11% (8)               | 6% (4)            | 6% (4)                 | 4% (3)                   | 18% (13)               | 31% (22)                      | 24% (17)                | 70      |
| 2016 Vote: Hillary Clinton           | 6% (40)               | 6% (41)           | 6% (40)                | 9% (65)                  | 13% (87)               | 42% (289)                     | 18% (127)               | 689     |
| 2016 Vote: Donald Trump              | 19% (125)             | 11% (75)          | 10% (66)               | 9% (58)                  | 12% (77)               | 26% (172)                     | 13% (86)                | 658     |
| 2016 Vote: Other                     | 11% (18)              | 7% (11)           | 5% (8)                 | 7% (11)                  | 16% (26)               | 34% (53)                      | 20% (32)                | 157     |
| 2016 Vote: Didn't Vote               | 10% (69)              | 5% (36)           | 9% (60)                | 9% (65)                  | 11% (77)               | 28% (198)                     | 27% (191)               | 696     |
| Voted in 2014: Yes                   | 13% (163)             | 7% (93)           | 8% (97)                | 10% (121)                | 13% (160)              | 34% (424)                     | 16% (197)               | 1255    |
| Voted in 2014: No                    | 9% (88)               | 7% (71)           | 8% (76)                | 8% (78)                  | 11% (107)              | 30% (287)                     | 25% (238)               | 945     |

Continued on next page



**Table CMS2\_13:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
 Going on vacation

| Demographic                           | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|---------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                                | 11% (251)             | 7% (163)          | 8% (173)               | 9% (199)                 | 12% (266)              | 32% (711)                     | 20% (436)               | 2200    |
| 2012 Vote: Barack Obama               | 7% (56)               | 5% (40)           | 7% (52)                | 10% (78)                 | 12% (98)               | 40% (316)                     | 19% (146)               | 785     |
| 2012 Vote: Mitt Romney                | 20% (99)              | 10% (49)          | 9% (46)                | 9% (43)                  | 13% (65)               | 27% (133)                     | 12% (61)                | 496     |
| 2012 Vote: Other                      | 25% (21)              | 7% (6)            | 7% (6)                 | 2% (1)                   | 9% (7)                 | 30% (25)                      | 20% (17)                | 83      |
| 2012 Vote: Didn't Vote                | 9% (75)               | 8% (67)           | 8% (71)                | 9% (76)                  | 12% (96)               | 28% (235)                     | 25% (211)               | 831     |
| 4-Region: Northeast                   | 11% (45)              | 7% (26)           | 7% (28)                | 9% (35)                  | 11% (45)               | 38% (149)                     | 17% (65)                | 394     |
| 4-Region: Midwest                     | 12% (57)              | 10% (45)          | 8% (39)                | 7% (31)                  | 10% (46)               | 33% (153)                     | 20% (91)                | 462     |
| 4-Region: South                       | 13% (111)             | 7% (55)           | 8% (67)                | 8% (63)                  | 11% (90)               | 30% (250)                     | 23% (187)               | 824     |
| 4-Region: West                        | 7% (38)               | 7% (37)           | 7% (39)                | 13% (69)                 | 16% (85)               | 31% (159)                     | 18% (92)                | 520     |
| Frequent Flyer                        | 14% (39)              | 12% (32)          | 10% (27)               | 10% (28)                 | 18% (50)               | 24% (66)                      | 12% (31)                | 273     |
| International Travel                  | 10% (43)              | 13% (54)          | 10% (41)               | 12% (51)                 | 16% (69)               | 30% (127)                     | 9% (36)                 | 420     |
| Sports fans                           | 12% (178)             | 9% (129)          | 9% (129)               | 10% (151)                | 14% (200)              | 31% (446)                     | 15% (224)               | 1457    |
| Heard a lot/some about new H1N1       | 10% (102)             | 8% (78)           | 8% (76)                | 10% (101)                | 14% (135)              | 35% (346)                     | 16% (160)               | 997     |
| Heard not much/nothing about new H1N1 | 12% (150)             | 7% (85)           | 8% (98)                | 8% (98)                  | 11% (131)              | 30% (366)                     | 23% (276)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS2\_14:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Traveling abroad

| Demographic              | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                   | 5% (102)              | 3% (69)           | 4% (85)                | 4% (85)                  | 7% (165)               | 44% (970)                     | 33% (724)               | 2200    |
| Gender: Male             | 6% (66)               | 3% (37)           | 6% (62)                | 5% (57)                  | 8% (88)                | 41% (433)                     | 30% (319)               | 1062    |
| Gender: Female           | 3% (36)               | 3% (32)           | 2% (22)                | 3% (29)                  | 7% (77)                | 47% (538)                     | 36% (405)               | 1138    |
| Age: 18-34               | 6% (38)               | 6% (41)           | 6% (36)                | 6% (38)                  | 11% (69)               | 39% (257)                     | 27% (175)               | 655     |
| Age: 35-44               | 7% (24)               | 3% (11)           | 6% (23)                | 3% (12)                  | 7% (26)                | 43% (154)                     | 30% (107)               | 358     |
| Age: 45-64               | 5% (34)               | 2% (12)           | 3% (23)                | 3% (22)                  | 6% (46)                | 45% (339)                     | 37% (275)               | 751     |
| Age: 65+                 | 1% (6)                | 1% (5)            | 1% (2)                 | 3% (13)                  | 5% (23)                | 50% (220)                     | 38% (167)               | 436     |
| GenZers: 1997-2012       | 8% (26)               | 4% (15)           | 5% (17)                | 5% (17)                  | 11% (36)               | 39% (131)                     | 29% (98)                | 340     |
| Millennials: 1981-1996   | 6% (28)               | 6% (31)           | 6% (30)                | 6% (27)                  | 8% (41)                | 41% (204)                     | 27% (131)               | 492     |
| GenXers: 1965-1980       | 5% (29)               | 3% (13)           | 5% (25)                | 3% (17)                  | 8% (41)                | 43% (231)                     | 34% (183)               | 539     |
| Baby Boomers: 1946-1964  | 2% (16)               | 1% (10)           | 2% (12)                | 3% (24)                  | 6% (43)                | 48% (360)                     | 38% (287)               | 752     |
| PID: Dem (no lean)       | 3% (23)               | 3% (23)           | 4% (33)                | 3% (26)                  | 6% (53)                | 52% (425)                     | 29% (240)               | 823     |
| PID: Ind (no lean)       | 4% (32)               | 4% (26)           | 3% (21)                | 5% (34)                  | 8% (56)                | 40% (290)                     | 36% (262)               | 720     |
| PID: Rep (no lean)       | 7% (48)               | 3% (20)           | 5% (30)                | 4% (26)                  | 9% (56)                | 39% (255)                     | 34% (222)               | 657     |
| PID/Gender: Dem Men      | 5% (17)               | 2% (7)            | 6% (21)                | 5% (16)                  | 7% (26)                | 48% (173)                     | 28% (100)               | 360     |
| PID/Gender: Dem Women    | 1% (6)                | 3% (16)           | 3% (12)                | 2% (9)                   | 6% (27)                | 55% (253)                     | 30% (140)               | 462     |
| PID/Gender: Ind Men      | 5% (20)               | 4% (15)           | 4% (15)                | 6% (23)                  | 7% (24)                | 38% (138)                     | 35% (128)               | 362     |
| PID/Gender: Ind Women    | 3% (12)               | 3% (11)           | 2% (6)                 | 3% (11)                  | 9% (32)                | 43% (152)                     | 37% (134)               | 358     |
| PID/Gender: Rep Men      | 9% (29)               | 4% (15)           | 8% (27)                | 5% (18)                  | 11% (38)               | 36% (122)                     | 27% (91)                | 339     |
| PID/Gender: Rep Women    | 6% (18)               | 2% (5)            | 1% (4)                 | 3% (8)                   | 6% (18)                | 42% (133)                     | 41% (131)               | 318     |
| Ideo: Liberal (1-3)      | 3% (19)               | 5% (29)           | 4% (24)                | 4% (24)                  | 7% (46)                | 55% (357)                     | 22% (145)               | 644     |
| Ideo: Moderate (4)       | 5% (29)               | 2% (13)           | 3% (17)                | 4% (24)                  | 6% (34)                | 42% (241)                     | 37% (214)               | 572     |
| Ideo: Conservative (5-7) | 6% (45)               | 3% (18)           | 5% (33)                | 4% (32)                  | 10% (72)               | 41% (296)                     | 31% (227)               | 724     |
| Educ: < College          | 5% (69)               | 3% (45)           | 4% (60)                | 3% (48)                  | 6% (94)                | 40% (608)                     | 39% (589)               | 1512    |
| Educ: Bachelors degree   | 5% (22)               | 3% (15)           | 3% (12)                | 6% (25)                  | 10% (44)               | 52% (232)                     | 21% (95)                | 444     |
| Educ: Post-grad          | 5% (12)               | 4% (9)            | 5% (12)                | 5% (13)                  | 11% (27)               | 54% (131)                     | 17% (40)                | 244     |
| Income: Under 50k        | 5% (59)               | 3% (41)           | 4% (47)                | 3% (40)                  | 5% (63)                | 38% (450)                     | 41% (488)               | 1189    |
| Income: 50k-100k         | 4% (30)               | 2% (13)           | 3% (21)                | 4% (27)                  | 10% (65)               | 50% (328)                     | 27% (178)               | 662     |
| Income: 100k+            | 4% (13)               | 4% (15)           | 5% (16)                | 5% (19)                  | 10% (36)               | 55% (192)                     | 17% (58)                | 349     |
| Ethnicity: White         | 5% (86)               | 3% (49)           | 3% (58)                | 4% (65)                  | 8% (134)               | 44% (762)                     | 33% (568)               | 1722    |

Continued on next page

**Table CMS2\_14:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
*Traveling abroad*

| Demographic                       | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|-----------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                            | 5% (102)                 | 3% (69)              | 4% (85)                   | 4% (85)                        | 7% (165)                  | 44% (970)                           | 33% (724)                  | 2200    |
| Ethnicity: Hispanic               | 6% (22)                  | 7% (24)              | 4% (14)                   | 6% (22)                        | 5% (18)                   | 42% (148)                           | 29% (101)                  | 349     |
| Ethnicity: Afr. Am.               | 4% (11)                  | 3% (9)               | 6% (17)                   | 4% (11)                        | 6% (17)                   | 43% (118)                           | 34% (92)                   | 274     |
| Ethnicity: Other                  | 3% (5)                   | 6% (12)              | 5% (9)                    | 5% (10)                        | 7% (13)                   | 44% (91)                            | 31% (63)                   | 204     |
| All Christian                     | 5% (47)                  | 2% (25)              | 4% (39)                   | 4% (40)                        | 7% (73)                   | 48% (489)                           | 31% (316)                  | 1029    |
| All Non-Christian                 | 3% (4)                   | 5% (6)               | 2% (3)                    | 5% (6)                         | 12% (15)                  | 49% (60)                            | 23% (28)                   | 122     |
| Atheist                           | 4% (6)                   | 5% (7)               | 6% (8)                    | 6% (8)                         | 8% (11)                   | 47% (62)                            | 24% (31)                   | 133     |
| Agnostic/Nothing in particular    | 3% (17)                  | 4% (19)              | 4% (21)                   | 3% (17)                        | 7% (35)                   | 39% (207)                           | 40% (209)                  | 526     |
| Something Else                    | 7% (29)                  | 3% (11)              | 4% (14)                   | 4% (15)                        | 8% (31)                   | 39% (152)                           | 35% (138)                  | 391     |
| Religious Non-Protestant/Catholic | 3% (5)                   | 6% (9)               | 2% (4)                    | 4% (7)                         | 15% (23)                  | 44% (69)                            | 25% (39)                   | 156     |
| Evangelical                       | 6% (33)                  | 3% (15)              | 4% (24)                   | 3% (16)                        | 8% (45)                   | 41% (232)                           | 35% (196)                  | 560     |
| Non-Evangelical                   | 5% (41)                  | 2% (19)              | 3% (25)                   | 5% (38)                        | 6% (50)                   | 49% (396)                           | 30% (241)                  | 809     |
| Community: Urban                  | 5% (29)                  | 5% (32)              | 6% (33)                   | 4% (21)                        | 9% (51)                   | 43% (253)                           | 29% (175)                  | 594     |
| Community: Suburban               | 4% (42)                  | 2% (25)              | 3% (27)                   | 5% (50)                        | 8% (86)                   | 48% (504)                           | 30% (310)                  | 1045    |
| Community: Rural                  | 6% (32)                  | 2% (12)              | 4% (25)                   | 3% (14)                        | 5% (27)                   | 38% (213)                           | 42% (238)                  | 560     |
| Employ: Private Sector            | 6% (39)                  | 5% (30)              | 5% (32)                   | 6% (34)                        | 10% (63)                  | 44% (269)                           | 24% (146)                  | 613     |
| Employ: Government                | 6% (10)                  | 6% (9)               | 5% (7)                    | 5% (7)                         | 12% (18)                  | 44% (68)                            | 23% (35)                   | 154     |
| Employ: Self-Employed             | 6% (10)                  | 1% (1)               | 6% (10)                   | 4% (7)                         | 10% (18)                  | 47% (82)                            | 27% (48)                   | 177     |
| Employ: Homemaker                 | 4% (6)                   | 2% (3)               | 3% (4)                    | 1% (2)                         | 5% (6)                    | 41% (55)                            | 44% (59)                   | 135     |
| Employ: Retired                   | 1% (6)                   | 2% (8)               | 1% (4)                    | 2% (10)                        | 5% (23)                   | 51% (252)                           | 38% (189)                  | 492     |
| Employ: Unemployed                | 4% (12)                  | 2% (6)               | 5% (16)                   | 4% (12)                        | 7% (21)                   | 35% (114)                           | 44% (142)                  | 323     |
| Employ: Other                     | 5% (7)                   | 2% (3)               | 3% (4)                    | 4% (5)                         | 6% (8)                    | 35% (48)                            | 45% (63)                   | 140     |
| Military HH: Yes                  | 6% (22)                  | 3% (10)              | 3% (10)                   | 4% (14)                        | 7% (25)                   | 46% (159)                           | 30% (103)                  | 343     |
| Military HH: No                   | 4% (80)                  | 3% (59)              | 4% (75)                   | 4% (71)                        | 8% (140)                  | 44% (812)                           | 33% (621)                  | 1857    |
| RD/WT: Right Direction            | 9% (51)                  | 4% (23)              | 6% (33)                   | 6% (32)                        | 8% (44)                   | 34% (200)                           | 34% (200)                  | 583     |
| RD/WT: Wrong Track                | 3% (51)                  | 3% (46)              | 3% (52)                   | 3% (53)                        | 7% (121)                  | 48% (770)                           | 32% (523)                  | 1617    |
| Trump Job Approve                 | 7% (63)                  | 3% (27)              | 5% (40)                   | 5% (43)                        | 8% (69)                   | 36% (305)                           | 35% (297)                  | 845     |
| Trump Job Disapprove              | 3% (38)                  | 3% (34)              | 4% (44)                   | 3% (40)                        | 7% (90)                   | 51% (646)                           | 30% (376)                  | 1268    |

Continued on next page

**Table CMS2\_14:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Traveling abroad

| Demographic                          | In the next two weeks | In the next month | In the next two months | In the next three months | In the next six months | More than six months from now | Don't know / No opinion | Total N |
|--------------------------------------|-----------------------|-------------------|------------------------|--------------------------|------------------------|-------------------------------|-------------------------|---------|
| Adults                               | 5% (102)              | 3% (69)           | 4% (85)                | 4% (85)                  | 7% (165)               | 44% (970)                     | 33% (724)               | 2200    |
| Trump Job Strongly Approve           | 11% (49)              | 4% (16)           | 5% (24)                | 4% (18)                  | 8% (38)                | 30% (141)                     | 38% (178)               | 464     |
| Trump Job Somewhat Approve           | 4% (14)               | 3% (11)           | 4% (16)                | 7% (25)                  | 8% (31)                | 43% (163)                     | 31% (119)               | 381     |
| Trump Job Somewhat Disapprove        | 2% (4)                | 4% (8)            | 4% (10)                | 4% (9)                   | 12% (28)               | 48% (110)                     | 26% (61)                | 230     |
| Trump Job Strongly Disapprove        | 3% (34)               | 2% (26)           | 3% (35)                | 3% (30)                  | 6% (62)                | 52% (536)                     | 30% (315)               | 1037    |
| Favorable of Trump                   | 8% (67)               | 4% (30)           | 5% (40)                | 5% (39)                  | 8% (66)                | 36% (294)                     | 34% (279)               | 814     |
| Unfavorable of Trump                 | 3% (35)               | 3% (34)           | 3% (42)                | 3% (40)                  | 8% (96)                | 52% (662)                     | 29% (368)               | 1278    |
| Very Favorable of Trump              | 11% (50)              | 4% (18)           | 5% (24)                | 4% (18)                  | 7% (35)                | 31% (146)                     | 37% (174)               | 465     |
| Somewhat Favorable of Trump          | 5% (16)               | 3% (12)           | 5% (16)                | 6% (22)                  | 9% (31)                | 42% (148)                     | 30% (105)               | 349     |
| Somewhat Unfavorable of Trump        | 2% (4)                | 5% (11)           | 2% (4)                 | 3% (5)                   | 12% (25)               | 49% (100)                     | 27% (56)                | 205     |
| Very Unfavorable of Trump            | 3% (30)               | 2% (23)           | 4% (38)                | 3% (34)                  | 7% (72)                | 52% (563)                     | 29% (312)               | 1072    |
| #1 Issue: Economy                    | 6% (47)               | 3% (25)           | 5% (36)                | 5% (39)                  | 8% (59)                | 44% (318)                     | 27% (198)               | 722     |
| #1 Issue: Security                   | 7% (18)               | 4% (10)           | 4% (12)                | 2% (5)                   | 8% (21)                | 39% (102)                     | 37% (97)                | 263     |
| #1 Issue: Health Care                | 2% (7)                | 2% (9)            | 4% (18)                | 4% (16)                  | 10% (41)               | 50% (215)                     | 28% (120)               | 427     |
| #1 Issue: Medicare / Social Security | 2% (6)                | 2% (7)            | 2% (6)                 | 4% (10)                  | 3% (8)                 | 40% (113)                     | 47% (132)               | 282     |
| #1 Issue: Women's Issues             | 1% (1)                | 2% (2)            | 3% (4)                 | 3% (3)                   | 9% (10)                | 52% (58)                      | 30% (33)                | 111     |
| #1 Issue: Education                  | 3% (4)                | 8% (11)           | 1% (1)                 | 6% (8)                   | 10% (14)               | 32% (42)                      | 40% (52)                | 132     |
| #1 Issue: Energy                     | 15% (13)              | 5% (4)            | 2% (2)                 | 2% (2)                   | 10% (9)                | 42% (37)                      | 24% (21)                | 88      |
| #1 Issue: Other                      | 4% (7)                | 1% (1)            | 4% (7)                 | 1% (2)                   | 2% (4)                 | 48% (85)                      | 40% (70)                | 175     |
| 2018 House Vote: Democrat            | 1% (10)               | 3% (25)           | 3% (24)                | 3% (24)                  | 7% (54)                | 53% (400)                     | 29% (223)               | 760     |
| 2018 House Vote: Republican          | 7% (44)               | 3% (19)           | 5% (28)                | 5% (28)                  | 8% (52)                | 41% (251)                     | 32% (194)               | 616     |
| 2018 House Vote: Someone else        | 5% (3)                | 2% (2)            | 1% (1)                 | 3% (2)                   | 7% (5)                 | 44% (31)                      | 36% (25)                | 70      |
| 2016 Vote: Hillary Clinton           | 1% (7)                | 3% (20)           | 3% (21)                | 3% (21)                  | 7% (47)                | 53% (364)                     | 30% (209)               | 689     |
| 2016 Vote: Donald Trump              | 6% (42)               | 3% (20)           | 5% (34)                | 5% (30)                  | 8% (56)                | 40% (265)                     | 32% (211)               | 658     |
| 2016 Vote: Other                     | 3% (4)                | 2% (4)            | 2% (3)                 | 4% (6)                   | 6% (9)                 | 48% (75)                      | 36% (56)                | 157     |
| 2016 Vote: Didn't Vote               | 7% (48)               | 4% (25)           | 4% (27)                | 4% (28)                  | 8% (52)                | 38% (267)                     | 36% (248)               | 696     |
| Voted in 2014: Yes                   | 4% (50)               | 3% (35)           | 3% (37)                | 4% (47)                  | 7% (90)                | 49% (613)                     | 31% (383)               | 1255    |
| Voted in 2014: No                    | 6% (53)               | 4% (34)           | 5% (47)                | 4% (38)                  | 8% (75)                | 38% (357)                     | 36% (341)               | 945     |

Continued on next page

**Table CMS2\_14:** Based on what you know about the coronavirus, when would you feel comfortable doing the following?  
Traveling abroad

| Demographic                           | In the next<br>two weeks | In the next<br>month | In the next<br>two months | In the next<br>three<br>months | In the next<br>six months | More than<br>six months<br>from now | Don't know /<br>No opinion | Total N |
|---------------------------------------|--------------------------|----------------------|---------------------------|--------------------------------|---------------------------|-------------------------------------|----------------------------|---------|
| Adults                                | 5% (102)                 | 3% (69)              | 4% (85)                   | 4% (85)                        | 7% (165)                  | 44% (970)                           | 33% (724)                  | 2200    |
| 2012 Vote: Barack Obama               | 2% (14)                  | 2% (18)              | 3% (23)                   | 4% (29)                        | 6% (46)                   | 52% (410)                           | 31% (245)                  | 785     |
| 2012 Vote: Mitt Romney                | 6% (31)                  | 3% (15)              | 4% (18)                   | 4% (18)                        | 9% (46)                   | 45% (222)                           | 29% (146)                  | 496     |
| 2012 Vote: Other                      | 8% (7)                   | 3% (3)               | 2% (1)                    | 4% (4)                         | 3% (2)                    | 38% (32)                            | 42% (35)                   | 83      |
| 2012 Vote: Didn't Vote                | 6% (50)                  | 4% (33)              | 5% (42)                   | 4% (35)                        | 8% (70)                   | 37% (305)                           | 35% (295)                  | 831     |
| 4-Region: Northeast                   | 6% (23)                  | 3% (11)              | 2% (7)                    | 3% (13)                        | 7% (28)                   | 51% (201)                           | 29% (112)                  | 394     |
| 4-Region: Midwest                     | 5% (24)                  | 2% (10)              | 5% (21)                   | 3% (13)                        | 6% (29)                   | 45% (206)                           | 34% (158)                  | 462     |
| 4-Region: South                       | 5% (41)                  | 3% (22)              | 4% (32)                   | 5% (41)                        | 6% (52)                   | 40% (332)                           | 37% (304)                  | 824     |
| 4-Region: West                        | 3% (14)                  | 5% (26)              | 5% (25)                   | 4% (19)                        | 11% (56)                  | 44% (231)                           | 29% (149)                  | 520     |
| Frequent Flyer                        | 6% (17)                  | 7% (19)              | 9% (24)                   | 8% (21)                        | 14% (39)                  | 40% (110)                           | 16% (44)                   | 273     |
| International Travel                  | 5% (22)                  | 8% (32)              | 9% (38)                   | 9% (36)                        | 13% (53)                  | 46% (192)                           | 11% (47)                   | 420     |
| Sports fans                           | 5% (72)                  | 3% (48)              | 5% (68)                   | 5% (67)                        | 9% (129)                  | 45% (655)                           | 29% (417)                  | 1457    |
| Heard a lot/some about new H1N1       | 5% (51)                  | 3% (28)              | 5% (50)                   | 4% (38)                        | 7% (73)                   | 46% (462)                           | 30% (295)                  | 997     |
| Heard not much/nothing about new H1N1 | 4% (52)                  | 3% (41)              | 3% (34)                   | 4% (48)                        | 8% (92)                   | 42% (508)                           | 36% (429)                  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS3: How concerned are you about the spread of misinformation and hate speech on social media?**

| Demographic              | Very concerned | Somewhat concerned | Not very concerned | Not concerned at all | Don't know / No opinion | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|-------------------------|---------|
| Adults                   | 56% (1223)     | 28% (620)          | 7% (154)           | 4% (91)              | 5% (112)                | 2200    |
| Gender: Male             | 50% (535)      | 29% (310)          | 10% (102)          | 6% (65)              | 5% (50)                 | 1062    |
| Gender: Female           | 60% (688)      | 27% (309)          | 5% (52)            | 2% (26)              | 6% (63)                 | 1138    |
| Age: 18-34               | 56% (369)      | 27% (176)          | 7% (45)            | 4% (26)              | 6% (39)                 | 655     |
| Age: 35-44               | 54% (192)      | 29% (104)          | 5% (18)            | 5% (19)              | 7% (24)                 | 358     |
| Age: 45-64               | 53% (395)      | 29% (215)          | 9% (68)            | 5% (34)              | 5% (38)                 | 751     |
| Age: 65+                 | 61% (267)      | 28% (124)          | 5% (22)            | 3% (12)              | 2% (11)                 | 436     |
| GenZers: 1997-2012       | 54% (183)      | 27% (92)           | 7% (25)            | 5% (16)              | 7% (24)                 | 340     |
| Millennials: 1981-1996   | 55% (271)      | 28% (138)          | 6% (28)            | 5% (25)              | 6% (30)                 | 492     |
| GenXers: 1965-1980       | 54% (292)      | 28% (149)          | 9% (48)            | 4% (20)              | 6% (31)                 | 539     |
| Baby Boomers: 1946-1964  | 57% (430)      | 29% (220)          | 7% (49)            | 4% (28)              | 3% (25)                 | 752     |
| PID: Dem (no lean)       | 62% (509)      | 28% (230)          | 5% (41)            | 2% (16)              | 3% (27)                 | 823     |
| PID: Ind (no lean)       | 51% (364)      | 30% (214)          | 7% (49)            | 6% (40)              | 7% (53)                 | 720     |
| PID: Rep (no lean)       | 53% (349)      | 27% (176)          | 10% (64)           | 5% (36)              | 5% (32)                 | 657     |
| PID/Gender: Dem Men      | 58% (211)      | 29% (105)          | 7% (25)            | 3% (11)              | 2% (8)                  | 360     |
| PID/Gender: Dem Women    | 65% (299)      | 27% (125)          | 3% (16)            | 1% (5)               | 4% (18)                 | 462     |
| PID/Gender: Ind Men      | 45% (164)      | 30% (108)          | 10% (35)           | 8% (28)              | 8% (27)                 | 362     |
| PID/Gender: Ind Women    | 56% (201)      | 29% (105)          | 4% (14)            | 3% (12)              | 7% (26)                 | 358     |
| PID/Gender: Rep Men      | 47% (160)      | 29% (97)           | 12% (42)           | 8% (27)              | 4% (14)                 | 339     |
| PID/Gender: Rep Women    | 59% (189)      | 25% (80)           | 7% (22)            | 3% (9)               | 6% (18)                 | 318     |
| Ideo: Liberal (1-3)      | 65% (419)      | 26% (167)          | 4% (27)            | 3% (19)              | 2% (12)                 | 644     |
| Ideo: Moderate (4)       | 52% (295)      | 34% (193)          | 7% (38)            | 3% (19)              | 5% (26)                 | 572     |
| Ideo: Conservative (5-7) | 53% (382)      | 29% (206)          | 9% (67)            | 6% (45)              | 3% (23)                 | 724     |
| Educ: < College          | 54% (810)      | 28% (424)          | 8% (118)           | 4% (67)              | 6% (94)                 | 1512    |
| Educ: Bachelors degree   | 59% (262)      | 29% (128)          | 6% (25)            | 3% (15)              | 3% (14)                 | 444     |
| Educ: Post-grad          | 62% (151)      | 28% (67)           | 5% (11)            | 4% (9)               | 2% (5)                  | 244     |
| Income: Under 50k        | 53% (625)      | 28% (335)          | 7% (89)            | 4% (49)              | 8% (90)                 | 1189    |
| Income: 50k-100k         | 59% (390)      | 30% (199)          | 5% (35)            | 4% (25)              | 2% (13)                 | 662     |
| Income: 100k+            | 60% (208)      | 24% (85)           | 9% (30)            | 5% (17)              | 3% (9)                  | 349     |
| Ethnicity: White         | 53% (920)      | 29% (499)          | 8% (131)           | 5% (83)              | 5% (88)                 | 1722    |
| Ethnicity: Hispanic      | 60% (209)      | 26% (91)           | 7% (23)            | 3% (10)              | 5% (16)                 | 349     |
| Ethnicity: Afr. Am.      | 63% (172)      | 25% (69)           | 5% (15)            | 2% (6)               | 5% (13)                 | 274     |

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**Table CMS3: How concerned are you about the spread of misinformation and hate speech on social media?**

| Demographic                       | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |      | Don't know / No opinion |       | Total N |
|-----------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|------|-------------------------|-------|---------|
| Adults                            | 56%            | (1223) | 28%                | (620) | 7%                 | (154) | 4%                   | (91) | 5%                      | (112) | 2200    |
| Ethnicity: Other                  | 64%            | (130)  | 25%                | (52)  | 4%                 | (8)   | 1%                   | (3)  | 5%                      | (11)  | 204     |
| All Christian                     | 57%            | (582)  | 29%                | (300) | 7%                 | (75)  | 3%                   | (36) | 4%                      | (36)  | 1029    |
| All Non-Christian                 | 61%            | (75)   | 22%                | (26)  | 12%                | (15)  | 2%                   | (3)  | 2%                      | (3)   | 122     |
| Atheist                           | 66%            | (88)   | 21%                | (28)  | 3%                 | (5)   | 9%                   | (12) | 1%                      | (1)   | 133     |
| Agnostic/Nothing in particular    | 52%            | (272)  | 31%                | (161) | 6%                 | (30)  | 3%                   | (17) | 8%                      | (45)  | 526     |
| Something Else                    | 53%            | (206)  | 27%                | (104) | 8%                 | (30)  | 6%                   | (23) | 7%                      | (28)  | 391     |
| Religious Non-Protestant/Catholic | 57%            | (90)   | 25%                | (39)  | 13%                | (20)  | 4%                   | (6)  | 2%                      | (3)   | 156     |
| Evangelical                       | 55%            | (307)  | 29%                | (161) | 7%                 | (40)  | 4%                   | (22) | 5%                      | (30)  | 560     |
| Non-Evangelical                   | 56%            | (453)  | 28%                | (228) | 7%                 | (60)  | 4%                   | (34) | 4%                      | (34)  | 809     |
| Community: Urban                  | 58%            | (342)  | 28%                | (164) | 7%                 | (41)  | 4%                   | (24) | 4%                      | (23)  | 594     |
| Community: Suburban               | 58%            | (605)  | 26%                | (275) | 7%                 | (70)  | 4%                   | (46) | 5%                      | (49)  | 1045    |
| Community: Rural                  | 49%            | (275)  | 32%                | (180) | 8%                 | (43)  | 4%                   | (22) | 7%                      | (40)  | 560     |
| Employ: Private Sector            | 55%            | (335)  | 29%                | (178) | 7%                 | (44)  | 6%                   | (35) | 3%                      | (20)  | 613     |
| Employ: Government                | 61%            | (94)   | 25%                | (38)  | 5%                 | (8)   | 3%                   | (5)  | 5%                      | (8)   | 154     |
| Employ: Self-Employed             | 52%            | (93)   | 23%                | (41)  | 6%                 | (11)  | 6%                   | (11) | 12%                     | (21)  | 177     |
| Employ: Homemaker                 | 50%            | (67)   | 32%                | (44)  | 9%                 | (12)  | 3%                   | (5)  | 5%                      | (7)   | 135     |
| Employ: Retired                   | 59%            | (289)  | 29%                | (140) | 7%                 | (34)  | 3%                   | (13) | 3%                      | (15)  | 492     |
| Employ: Unemployed                | 54%            | (175)  | 29%                | (94)  | 8%                 | (25)  | 4%                   | (12) | 6%                      | (18)  | 323     |
| Employ: Other                     | 52%            | (72)   | 32%                | (44)  | 4%                 | (6)   | 4%                   | (6)  | 8%                      | (11)  | 140     |
| Military HH: Yes                  | 57%            | (196)  | 30%                | (103) | 6%                 | (21)  | 4%                   | (14) | 3%                      | (9)   | 343     |
| Military HH: No                   | 55%            | (1027) | 28%                | (517) | 7%                 | (133) | 4%                   | (77) | 6%                      | (103) | 1857    |
| RD/WT: Right Direction            | 48%            | (278)  | 29%                | (169) | 11%                | (62)  | 6%                   | (35) | 7%                      | (39)  | 583     |
| RD/WT: Wrong Track                | 58%            | (945)  | 28%                | (451) | 6%                 | (92)  | 3%                   | (56) | 5%                      | (73)  | 1617    |
| Trump Job Approve                 | 49%            | (414)  | 29%                | (243) | 10%                | (84)  | 7%                   | (59) | 5%                      | (45)  | 845     |
| Trump Job Disapprove              | 61%            | (778)  | 28%                | (358) | 5%                 | (67)  | 2%                   | (31) | 3%                      | (34)  | 1268    |
| Trump Job Strongly Approve        | 56%            | (258)  | 22%                | (102) | 7%                 | (34)  | 9%                   | (41) | 6%                      | (29)  | 464     |
| Trump Job Somewhat Approve        | 41%            | (156)  | 37%                | (141) | 13%                | (50)  | 5%                   | (18) | 4%                      | (16)  | 381     |
| Trump Job Somewhat Disapprove     | 46%            | (105)  | 38%                | (88)  | 10%                | (23)  | 3%                   | (7)  | 3%                      | (7)   | 230     |
| Trump Job Strongly Disapprove     | 65%            | (673)  | 26%                | (271) | 4%                 | (44)  | 2%                   | (23) | 3%                      | (27)  | 1037    |
| Favorable of Trump                | 50%            | (406)  | 29%                | (237) | 9%                 | (74)  | 8%                   | (64) | 4%                      | (35)  | 814     |
| Unfavorable of Trump              | 61%            | (781)  | 28%                | (362) | 6%                 | (71)  | 2%                   | (26) | 3%                      | (38)  | 1278    |

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**Table CMS3: How concerned are you about the spread of misinformation and hate speech on social media?**

| Demographic                          | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |      | Don't know / No opinion |       | Total N |
|--------------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|------|-------------------------|-------|---------|
| Adults                               | 56%            | (1223) | 28%                | (620) | 7%                 | (154) | 4%                   | (91) | 5%                      | (112) | 2200    |
| Very Favorable of Trump              | 53%            | (248)  | 25%                | (115) | 7%                 | (34)  | 10%                  | (45) | 5%                      | (23)  | 465     |
| Somewhat Favorable of Trump          | 45%            | (157)  | 35%                | (122) | 11%                | (40)  | 6%                   | (19) | 3%                      | (12)  | 349     |
| Somewhat Unfavorable of Trump        | 44%            | (90)   | 41%                | (84)  | 11%                | (23)  | 1%                   | (2)  | 3%                      | (6)   | 205     |
| Very Unfavorable of Trump            | 64%            | (691)  | 26%                | (278) | 5%                 | (48)  | 2%                   | (23) | 3%                      | (32)  | 1072    |
| #1 Issue: Economy                    | 53%            | (383)  | 30%                | (219) | 7%                 | (54)  | 6%                   | (44) | 3%                      | (22)  | 722     |
| #1 Issue: Security                   | 47%            | (123)  | 35%                | (92)  | 6%                 | (15)  | 5%                   | (13) | 8%                      | (20)  | 263     |
| #1 Issue: Health Care                | 57%            | (242)  | 30%                | (126) | 7%                 | (30)  | 3%                   | (14) | 3%                      | (14)  | 427     |
| #1 Issue: Medicare / Social Security | 55%            | (156)  | 26%                | (72)  | 10%                | (27)  | 4%                   | (10) | 6%                      | (17)  | 282     |
| #1 Issue: Women's Issues             | 69%            | (76)   | 24%                | (27)  | 4%                 | (4)   | —                    | (0)  | 3%                      | (4)   | 111     |
| #1 Issue: Education                  | 53%            | (71)   | 18%                | (24)  | 10%                | (13)  | 2%                   | (3)  | 17%                     | (23)  | 132     |
| #1 Issue: Energy                     | 60%            | (53)   | 27%                | (24)  | 6%                 | (5)   | 3%                   | (3)  | 4%                      | (3)   | 88      |
| #1 Issue: Other                      | 68%            | (119)  | 20%                | (36)  | 4%                 | (6)   | 3%                   | (5)  | 5%                      | (9)   | 175     |
| 2018 House Vote: Democrat            | 65%            | (493)  | 25%                | (192) | 5%                 | (34)  | 1%                   | (10) | 4%                      | (31)  | 760     |
| 2018 House Vote: Republican          | 52%            | (322)  | 28%                | (173) | 9%                 | (54)  | 7%                   | (46) | 3%                      | (21)  | 616     |
| 2018 House Vote: Someone else        | 54%            | (38)   | 27%                | (19)  | 10%                | (7)   | 4%                   | (3)  | 5%                      | (4)   | 70      |
| 2016 Vote: Hillary Clinton           | 64%            | (439)  | 26%                | (179) | 5%                 | (34)  | 1%                   | (9)  | 4%                      | (28)  | 689     |
| 2016 Vote: Donald Trump              | 53%            | (346)  | 29%                | (188) | 8%                 | (56)  | 7%                   | (45) | 3%                      | (22)  | 658     |
| 2016 Vote: Other                     | 59%            | (92)   | 27%                | (42)  | 6%                 | (9)   | 4%                   | (7)  | 5%                      | (8)   | 157     |
| 2016 Vote: Didn't Vote               | 49%            | (344)  | 30%                | (210) | 8%                 | (56)  | 4%                   | (31) | 8%                      | (54)  | 696     |
| Voted in 2014: Yes                   | 60%            | (752)  | 26%                | (329) | 7%                 | (82)  | 4%                   | (53) | 3%                      | (39)  | 1255    |
| Voted in 2014: No                    | 50%            | (470)  | 31%                | (291) | 8%                 | (72)  | 4%                   | (38) | 8%                      | (74)  | 945     |
| 2012 Vote: Barack Obama              | 64%            | (502)  | 26%                | (206) | 5%                 | (37)  | 3%                   | (21) | 3%                      | (20)  | 785     |
| 2012 Vote: Mitt Romney               | 53%            | (265)  | 28%                | (138) | 8%                 | (42)  | 7%                   | (33) | 4%                      | (18)  | 496     |
| 2012 Vote: Other                     | 59%            | (49)   | 24%                | (20)  | 7%                 | (6)   | 5%                   | (4)  | 5%                      | (4)   | 83      |
| 2012 Vote: Didn't Vote               | 49%            | (403)  | 31%                | (255) | 8%                 | (70)  | 4%                   | (33) | 8%                      | (70)  | 831     |
| 4-Region: Northeast                  | 52%            | (206)  | 35%                | (137) | 5%                 | (19)  | 4%                   | (16) | 4%                      | (15)  | 394     |
| 4-Region: Midwest                    | 57%            | (263)  | 25%                | (113) | 9%                 | (39)  | 4%                   | (19) | 6%                      | (28)  | 462     |
| 4-Region: South                      | 56%            | (462)  | 27%                | (220) | 7%                 | (58)  | 5%                   | (40) | 5%                      | (44)  | 824     |
| 4-Region: West                       | 56%            | (291)  | 29%                | (149) | 7%                 | (38)  | 3%                   | (16) | 5%                      | (26)  | 520     |
| Frequent Flyer                       | 66%            | (180)  | 21%                | (58)  | 7%                 | (18)  | 3%                   | (8)  | 3%                      | (9)   | 273     |
| International Travel                 | 59%            | (247)  | 28%                | (120) | 5%                 | (22)  | 3%                   | (15) | 4%                      | (17)  | 420     |

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**Table CMS3:** *How concerned are you about the spread of misinformation and hate speech on social media?*

| <b>Demographic</b>                    | <b>Very concerned</b> | <b>Somewhat concerned</b> | <b>Not very concerned</b> | <b>Not concerned at all</b> | <b>Don't know / No opinion</b> | <b>Total N</b> |
|---------------------------------------|-----------------------|---------------------------|---------------------------|-----------------------------|--------------------------------|----------------|
| Adults                                | 56% (1223)            | 28% (620)                 | 7% (154)                  | 4% (91)                     | 5% (112)                       | 2200           |
| Sports fans                           | 58% (838)             | 29% (427)                 | 5% (80)                   | 4% (54)                     | 4% (58)                        | 1457           |
| Heard a lot/some about new H1N1       | 60% (601)             | 27% (273)                 | 7% (67)                   | 3% (33)                     | 2% (22)                        | 997            |
| Heard not much/nothing about new H1N1 | 52% (622)             | 29% (346)                 | 7% (87)                   | 5% (58)                     | 7% (90)                        | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS4:** How much have you seen, read or heard about some companies pulling their advertisements from Facebook for at least the month of July to boycott the platform's policies on moderating hate speech?

| Demographic              | A lot |       | Some |       | Not too much |       | Nothing at all |       | Total N |
|--------------------------|-------|-------|------|-------|--------------|-------|----------------|-------|---------|
| Adults                   | 12%   | (266) | 34%  | (754) | 27%          | (585) | 27%            | (596) | 2200    |
| Gender: Male             | 14%   | (153) | 38%  | (404) | 24%          | (260) | 23%            | (245) | 1062    |
| Gender: Female           | 10%   | (113) | 31%  | (351) | 29%          | (324) | 31%            | (350) | 1138    |
| Age: 18-34               | 14%   | (90)  | 33%  | (218) | 23%          | (151) | 30%            | (196) | 655     |
| Age: 35-44               | 13%   | (48)  | 32%  | (115) | 30%          | (106) | 25%            | (88)  | 358     |
| Age: 45-64               | 11%   | (83)  | 35%  | (264) | 26%          | (194) | 28%            | (210) | 751     |
| Age: 65+                 | 10%   | (44)  | 36%  | (157) | 31%          | (134) | 23%            | (102) | 436     |
| GenZers: 1997-2012       | 12%   | (41)  | 34%  | (115) | 23%          | (78)  | 31%            | (106) | 340     |
| Millennials: 1981-1996   | 14%   | (71)  | 31%  | (154) | 27%          | (134) | 27%            | (134) | 492     |
| GenXers: 1965-1980       | 11%   | (60)  | 37%  | (199) | 26%          | (140) | 26%            | (140) | 539     |
| Baby Boomers: 1946-1964  | 12%   | (89)  | 34%  | (256) | 28%          | (211) | 26%            | (196) | 752     |
| PID: Dem (no lean)       | 13%   | (108) | 37%  | (302) | 25%          | (208) | 25%            | (205) | 823     |
| PID: Ind (no lean)       | 11%   | (80)  | 33%  | (235) | 26%          | (187) | 30%            | (218) | 720     |
| PID: Rep (no lean)       | 12%   | (78)  | 33%  | (217) | 29%          | (190) | 26%            | (173) | 657     |
| PID/Gender: Dem Men      | 16%   | (56)  | 41%  | (147) | 24%          | (85)  | 20%            | (72)  | 360     |
| PID/Gender: Dem Women    | 11%   | (52)  | 34%  | (155) | 27%          | (123) | 29%            | (132) | 462     |
| PID/Gender: Ind Men      | 12%   | (43)  | 37%  | (133) | 23%          | (85)  | 28%            | (101) | 362     |
| PID/Gender: Ind Women    | 10%   | (36)  | 29%  | (102) | 29%          | (102) | 33%            | (118) | 358     |
| PID/Gender: Rep Men      | 16%   | (53)  | 36%  | (123) | 27%          | (90)  | 21%            | (72)  | 339     |
| PID/Gender: Rep Women    | 8%    | (25)  | 29%  | (93)  | 31%          | (99)  | 32%            | (100) | 318     |
| Ideo: Liberal (1-3)      | 14%   | (89)  | 41%  | (261) | 23%          | (149) | 22%            | (145) | 644     |
| Ideo: Moderate (4)       | 12%   | (70)  | 34%  | (196) | 26%          | (149) | 27%            | (157) | 572     |
| Ideo: Conservative (5-7) | 12%   | (83)  | 34%  | (244) | 30%          | (216) | 25%            | (181) | 724     |
| Educ: < College          | 10%   | (146) | 32%  | (477) | 28%          | (425) | 31%            | (464) | 1512    |
| Educ: Bachelors degree   | 16%   | (72)  | 39%  | (172) | 24%          | (108) | 21%            | (92)  | 444     |
| Educ: Post-grad          | 20%   | (48)  | 43%  | (105) | 21%          | (51)  | 16%            | (40)  | 244     |
| Income: Under 50k        | 10%   | (114) | 31%  | (373) | 25%          | (301) | 34%            | (401) | 1189    |
| Income: 50k-100k         | 15%   | (97)  | 37%  | (245) | 30%          | (199) | 18%            | (121) | 662     |
| Income: 100k+            | 16%   | (54)  | 39%  | (137) | 24%          | (85)  | 21%            | (73)  | 349     |
| Ethnicity: White         | 12%   | (203) | 35%  | (600) | 27%          | (457) | 27%            | (462) | 1722    |
| Ethnicity: Hispanic      | 14%   | (50)  | 30%  | (105) | 30%          | (105) | 26%            | (90)  | 349     |
| Ethnicity: Afr. Am.      | 13%   | (35)  | 34%  | (93)  | 26%          | (71)  | 27%            | (75)  | 274     |

Continued on next page

**Table CMS4:** How much have you seen, read or heard about some companies pulling their advertisements from Facebook for at least the month of July to boycott the platform's policies on moderating hate speech?

| Demographic                       | A lot |       | Some |       | Not too much |       | Nothing at all |       | Total N |
|-----------------------------------|-------|-------|------|-------|--------------|-------|----------------|-------|---------|
| Adults                            | 12%   | (266) | 34%  | (754) | 27%          | (585) | 27%            | (596) | 2200    |
| Ethnicity: Other                  | 14%   | (28)  | 30%  | (61)  | 28%          | (56)  | 29%            | (58)  | 204     |
| All Christian                     | 11%   | (116) | 35%  | (365) | 29%          | (294) | 25%            | (254) | 1029    |
| All Non-Christian                 | 18%   | (22)  | 51%  | (62)  | 12%          | (15)  | 19%            | (23)  | 122     |
| Atheist                           | 16%   | (22)  | 30%  | (41)  | 29%          | (39)  | 24%            | (32)  | 133     |
| Agnostic/Nothing in particular    | 11%   | (57)  | 31%  | (166) | 28%          | (146) | 30%            | (157) | 526     |
| Something Else                    | 12%   | (49)  | 31%  | (122) | 24%          | (92)  | 33%            | (129) | 391     |
| Religious Non-Protestant/Catholic | 16%   | (25)  | 51%  | (79)  | 15%          | (23)  | 18%            | (28)  | 156     |
| Evangelical                       | 13%   | (74)  | 28%  | (159) | 26%          | (148) | 32%            | (178) | 560     |
| Non-Evangelical                   | 10%   | (81)  | 38%  | (305) | 28%          | (226) | 24%            | (198) | 809     |
| Community: Urban                  | 12%   | (69)  | 36%  | (215) | 27%          | (159) | 26%            | (152) | 594     |
| Community: Suburban               | 13%   | (133) | 36%  | (373) | 25%          | (263) | 26%            | (276) | 1045    |
| Community: Rural                  | 11%   | (64)  | 30%  | (167) | 29%          | (162) | 30%            | (167) | 560     |
| Employ: Private Sector            | 15%   | (95)  | 35%  | (217) | 27%          | (163) | 22%            | (137) | 613     |
| Employ: Government                | 16%   | (25)  | 36%  | (56)  | 27%          | (42)  | 20%            | (31)  | 154     |
| Employ: Self-Employed             | 13%   | (22)  | 43%  | (77)  | 20%          | (35)  | 24%            | (43)  | 177     |
| Employ: Homemaker                 | 7%    | (10)  | 31%  | (42)  | 25%          | (34)  | 37%            | (49)  | 135     |
| Employ: Retired                   | 12%   | (58)  | 36%  | (178) | 27%          | (131) | 25%            | (125) | 492     |
| Employ: Unemployed                | 9%    | (28)  | 29%  | (92)  | 31%          | (99)  | 32%            | (104) | 323     |
| Employ: Other                     | 9%    | (13)  | 26%  | (37)  | 24%          | (33)  | 41%            | (57)  | 140     |
| Military HH: Yes                  | 13%   | (45)  | 38%  | (131) | 26%          | (88)  | 23%            | (79)  | 343     |
| Military HH: No                   | 12%   | (221) | 34%  | (624) | 27%          | (497) | 28%            | (516) | 1857    |
| RD/WT: Right Direction            | 13%   | (76)  | 32%  | (185) | 26%          | (151) | 29%            | (171) | 583     |
| RD/WT: Wrong Track                | 12%   | (190) | 35%  | (569) | 27%          | (434) | 26%            | (424) | 1617    |
| Trump Job Approve                 | 12%   | (101) | 31%  | (266) | 28%          | (240) | 28%            | (238) | 845     |
| Trump Job Disapprove              | 13%   | (159) | 38%  | (476) | 26%          | (332) | 24%            | (300) | 1268    |
| Trump Job Strongly Approve        | 15%   | (69)  | 29%  | (135) | 27%          | (124) | 29%            | (136) | 464     |
| Trump Job Somewhat Approve        | 8%    | (32)  | 34%  | (131) | 31%          | (117) | 27%            | (101) | 381     |
| Trump Job Somewhat Disapprove     | 8%    | (18)  | 26%  | (60)  | 34%          | (78)  | 32%            | (74)  | 230     |
| Trump Job Strongly Disapprove     | 14%   | (141) | 40%  | (416) | 25%          | (254) | 22%            | (226) | 1037    |
| Favorable of Trump                | 11%   | (88)  | 32%  | (264) | 30%          | (248) | 26%            | (215) | 814     |
| Unfavorable of Trump              | 13%   | (164) | 37%  | (476) | 25%          | (318) | 25%            | (319) | 1278    |

Continued on next page

**Table CMS4:** How much have you seen, read or heard about some companies pulling their advertisements from Facebook for at least the month of July to boycott the platform's policies on moderating hate speech?

| Demographic                          | A lot |       | Some |       | Not too much |       | Nothing at all |       | Total N |
|--------------------------------------|-------|-------|------|-------|--------------|-------|----------------|-------|---------|
| Adults                               | 12%   | (266) | 34%  | (754) | 27%          | (585) | 27%            | (596) | 2200    |
| Very Favorable of Trump              | 13%   | (61)  | 31%  | (143) | 29%          | (134) | 28%            | (128) | 465     |
| Somewhat Favorable of Trump          | 8%    | (27)  | 35%  | (121) | 33%          | (114) | 25%            | (87)  | 349     |
| Somewhat Unfavorable of Trump        | 6%    | (13)  | 24%  | (50)  | 34%          | (71)  | 35%            | (73)  | 205     |
| Very Unfavorable of Trump            | 14%   | (152) | 40%  | (427) | 23%          | (247) | 23%            | (246) | 1072    |
| #1 Issue: Economy                    | 11%   | (79)  | 37%  | (269) | 27%          | (198) | 24%            | (176) | 722     |
| #1 Issue: Security                   | 8%    | (22)  | 31%  | (83)  | 31%          | (83)  | 29%            | (76)  | 263     |
| #1 Issue: Health Care                | 13%   | (57)  | 35%  | (147) | 27%          | (117) | 25%            | (105) | 427     |
| #1 Issue: Medicare / Social Security | 12%   | (35)  | 27%  | (77)  | 28%          | (80)  | 32%            | (90)  | 282     |
| #1 Issue: Women's Issues             | 16%   | (17)  | 30%  | (33)  | 20%          | (23)  | 34%            | (38)  | 111     |
| #1 Issue: Education                  | 15%   | (20)  | 34%  | (45)  | 17%          | (23)  | 34%            | (45)  | 132     |
| #1 Issue: Energy                     | 21%   | (18)  | 45%  | (40)  | 21%          | (19)  | 13%            | (11)  | 88      |
| #1 Issue: Other                      | 10%   | (18)  | 35%  | (61)  | 25%          | (43)  | 31%            | (54)  | 175     |
| 2018 House Vote: Democrat            | 16%   | (123) | 38%  | (292) | 24%          | (182) | 21%            | (163) | 760     |
| 2018 House Vote: Republican          | 12%   | (75)  | 36%  | (223) | 27%          | (164) | 25%            | (154) | 616     |
| 2018 House Vote: Someone else        | 15%   | (10)  | 31%  | (21)  | 30%          | (21)  | 24%            | (17)  | 70      |
| 2016 Vote: Hillary Clinton           | 15%   | (101) | 41%  | (285) | 22%          | (155) | 22%            | (148) | 689     |
| 2016 Vote: Donald Trump              | 12%   | (80)  | 33%  | (215) | 29%          | (191) | 26%            | (173) | 658     |
| 2016 Vote: Other                     | 18%   | (29)  | 33%  | (52)  | 25%          | (40)  | 23%            | (36)  | 157     |
| 2016 Vote: Didn't Vote               | 8%    | (55)  | 29%  | (203) | 29%          | (199) | 34%            | (238) | 696     |
| Voted in 2014: Yes                   | 14%   | (171) | 37%  | (471) | 27%          | (333) | 22%            | (280) | 1255    |
| Voted in 2014: No                    | 10%   | (95)  | 30%  | (284) | 27%          | (251) | 33%            | (315) | 945     |
| 2012 Vote: Barack Obama              | 15%   | (121) | 38%  | (301) | 24%          | (189) | 22%            | (174) | 785     |
| 2012 Vote: Mitt Romney               | 10%   | (51)  | 33%  | (164) | 31%          | (155) | 26%            | (127) | 496     |
| 2012 Vote: Other                     | 12%   | (10)  | 32%  | (27)  | 26%          | (22)  | 30%            | (25)  | 83      |
| 2012 Vote: Didn't Vote               | 10%   | (82)  | 31%  | (261) | 26%          | (219) | 32%            | (269) | 831     |
| 4-Region: Northeast                  | 10%   | (40)  | 38%  | (151) | 26%          | (103) | 25%            | (99)  | 394     |
| 4-Region: Midwest                    | 13%   | (62)  | 34%  | (155) | 28%          | (129) | 25%            | (116) | 462     |
| 4-Region: South                      | 13%   | (108) | 32%  | (264) | 26%          | (216) | 29%            | (237) | 824     |
| 4-Region: West                       | 11%   | (56)  | 35%  | (184) | 26%          | (136) | 28%            | (144) | 520     |
| Frequent Flyer                       | 23%   | (62)  | 39%  | (106) | 22%          | (59)  | 17%            | (47)  | 273     |
| International Travel                 | 22%   | (94)  | 40%  | (168) | 22%          | (91)  | 16%            | (68)  | 420     |

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**Table CMS4:** How much have you seen, read or heard about some companies pulling their advertisements from Facebook for at least the month of July to boycott the platform's policies on moderating hate speech?

| Demographic                           | A lot |       | Some |       | Not too much |       | Nothing at all |       | Total N |
|---------------------------------------|-------|-------|------|-------|--------------|-------|----------------|-------|---------|
| Adults                                | 12%   | (266) | 34%  | (754) | 27%          | (585) | 27%            | (596) | 2200    |
| Sports fans                           | 13%   | (187) | 38%  | (547) | 27%          | (398) | 22%            | (326) | 1457    |
| Heard a lot/some about new H1N1       | 19%   | (190) | 44%  | (439) | 21%          | (213) | 16%            | (155) | 997     |
| Heard not much/nothing about new H1N1 | 6%    | (76)  | 26%  | (315) | 31%          | (372) | 37%            | (441) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS5:** *Would you have a more or less favorable view of a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?*

| Demographic              | More favorable view |       | No impact either way |       | Less favorable view |       | Don't know / No opinion |       | Total N |
|--------------------------|---------------------|-------|----------------------|-------|---------------------|-------|-------------------------|-------|---------|
| Adults                   | 30%                 | (666) | 41%                  | (909) | 8%                  | (184) | 20%                     | (440) | 2200    |
| Gender: Male             | 32%                 | (341) | 44%                  | (468) | 9%                  | (98)  | 15%                     | (154) | 1062    |
| Gender: Female           | 29%                 | (325) | 39%                  | (441) | 8%                  | (86)  | 25%                     | (286) | 1138    |
| Age: 18-34               | 31%                 | (204) | 37%                  | (241) | 9%                  | (58)  | 23%                     | (153) | 655     |
| Age: 35-44               | 28%                 | (100) | 44%                  | (156) | 9%                  | (31)  | 20%                     | (70)  | 358     |
| Age: 45-64               | 27%                 | (201) | 44%                  | (334) | 10%                 | (76)  | 19%                     | (140) | 751     |
| Age: 65+                 | 37%                 | (161) | 41%                  | (179) | 4%                  | (19)  | 18%                     | (77)  | 436     |
| GenZers: 1997-2012       | 31%                 | (105) | 36%                  | (123) | 7%                  | (24)  | 26%                     | (89)  | 340     |
| Millennials: 1981-1996   | 31%                 | (152) | 41%                  | (204) | 10%                 | (47)  | 18%                     | (89)  | 492     |
| GenXers: 1965-1980       | 28%                 | (151) | 41%                  | (219) | 10%                 | (56)  | 21%                     | (113) | 539     |
| Baby Boomers: 1946-1964  | 31%                 | (231) | 43%                  | (326) | 8%                  | (57)  | 18%                     | (137) | 752     |
| PID: Dem (no lean)       | 39%                 | (325) | 39%                  | (325) | 5%                  | (39)  | 16%                     | (134) | 823     |
| PID: Ind (no lean)       | 27%                 | (191) | 39%                  | (278) | 8%                  | (60)  | 27%                     | (192) | 720     |
| PID: Rep (no lean)       | 23%                 | (150) | 47%                  | (307) | 13%                 | (85)  | 17%                     | (114) | 657     |
| PID/Gender: Dem Men      | 38%                 | (138) | 41%                  | (149) | 6%                  | (22)  | 14%                     | (52)  | 360     |
| PID/Gender: Dem Women    | 40%                 | (187) | 38%                  | (176) | 4%                  | (17)  | 18%                     | (82)  | 462     |
| PID/Gender: Ind Men      | 27%                 | (98)  | 43%                  | (154) | 9%                  | (33)  | 21%                     | (76)  | 362     |
| PID/Gender: Ind Women    | 26%                 | (93)  | 34%                  | (123) | 7%                  | (27)  | 32%                     | (116) | 358     |
| PID/Gender: Rep Men      | 31%                 | (105) | 49%                  | (165) | 13%                 | (44)  | 8%                      | (26)  | 339     |
| PID/Gender: Rep Women    | 14%                 | (45)  | 45%                  | (142) | 13%                 | (42)  | 28%                     | (88)  | 318     |
| Ideo: Liberal (1-3)      | 48%                 | (312) | 36%                  | (233) | 5%                  | (33)  | 10%                     | (65)  | 644     |
| Ideo: Moderate (4)       | 24%                 | (136) | 46%                  | (265) | 8%                  | (47)  | 22%                     | (124) | 572     |
| Ideo: Conservative (5-7) | 24%                 | (176) | 47%                  | (341) | 12%                 | (88)  | 17%                     | (120) | 724     |
| Educ: < College          | 26%                 | (401) | 42%                  | (642) | 8%                  | (122) | 23%                     | (347) | 1512    |
| Educ: Bachelors degree   | 38%                 | (169) | 38%                  | (168) | 10%                 | (44)  | 14%                     | (62)  | 444     |
| Educ: Post-grad          | 39%                 | (96)  | 41%                  | (99)  | 7%                  | (18)  | 13%                     | (31)  | 244     |
| Income: Under 50k        | 25%                 | (297) | 41%                  | (489) | 7%                  | (86)  | 27%                     | (318) | 1189    |
| Income: 50k-100k         | 35%                 | (231) | 43%                  | (282) | 10%                 | (65)  | 13%                     | (84)  | 662     |
| Income: 100k+            | 40%                 | (138) | 40%                  | (139) | 10%                 | (33)  | 11%                     | (39)  | 349     |
| Ethnicity: White         | 30%                 | (519) | 43%                  | (733) | 9%                  | (148) | 19%                     | (322) | 1722    |
| Ethnicity: Hispanic      | 35%                 | (121) | 37%                  | (130) | 8%                  | (29)  | 20%                     | (69)  | 349     |

Continued on next page

**Table CMS5:** *Would you have a more or less favorable view of a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?*

| Demographic                       | More favorable view |       | No impact either way |       | Less favorable view |       | Don't know / No opinion |       | Total N |
|-----------------------------------|---------------------|-------|----------------------|-------|---------------------|-------|-------------------------|-------|---------|
| Adults                            | 30%                 | (666) | 41%                  | (909) | 8%                  | (184) | 20%                     | (440) | 2200    |
| Ethnicity: Afr. Am.               | 35%                 | (96)  | 35%                  | (95)  | 6%                  | (18)  | 24%                     | (65)  | 274     |
| Ethnicity: Other                  | 25%                 | (51)  | 40%                  | (81)  | 9%                  | (19)  | 26%                     | (53)  | 204     |
| All Christian                     | 28%                 | (293) | 46%                  | (473) | 9%                  | (90)  | 17%                     | (173) | 1029    |
| All Non-Christian                 | 42%                 | (51)  | 38%                  | (46)  | 4%                  | (5)   | 16%                     | (19)  | 122     |
| Atheist                           | 53%                 | (70)  | 36%                  | (47)  | 5%                  | (7)   | 7%                      | (9)   | 133     |
| Agnostic/Nothing in particular    | 32%                 | (169) | 36%                  | (188) | 5%                  | (28)  | 27%                     | (140) | 526     |
| Something Else                    | 21%                 | (83)  | 39%                  | (154) | 14%                 | (55)  | 25%                     | (99)  | 391     |
| Religious Non-Protestant/Catholic | 39%                 | (61)  | 40%                  | (63)  | 4%                  | (6)   | 17%                     | (27)  | 156     |
| Evangelical                       | 22%                 | (125) | 43%                  | (243) | 11%                 | (64)  | 23%                     | (128) | 560     |
| Non-Evangelical                   | 28%                 | (231) | 45%                  | (364) | 10%                 | (79)  | 17%                     | (136) | 809     |
| Community: Urban                  | 32%                 | (188) | 42%                  | (249) | 8%                  | (48)  | 18%                     | (109) | 594     |
| Community: Suburban               | 33%                 | (346) | 41%                  | (425) | 8%                  | (82)  | 18%                     | (192) | 1045    |
| Community: Rural                  | 23%                 | (131) | 42%                  | (235) | 10%                 | (54)  | 25%                     | (139) | 560     |
| Employ: Private Sector            | 32%                 | (193) | 43%                  | (263) | 11%                 | (67)  | 14%                     | (89)  | 613     |
| Employ: Government                | 35%                 | (55)  | 39%                  | (61)  | 7%                  | (11)  | 18%                     | (28)  | 154     |
| Employ: Self-Employed             | 27%                 | (47)  | 39%                  | (70)  | 12%                 | (20)  | 22%                     | (39)  | 177     |
| Employ: Homemaker                 | 20%                 | (27)  | 44%                  | (59)  | 13%                 | (17)  | 24%                     | (32)  | 135     |
| Employ: Retired                   | 34%                 | (168) | 43%                  | (212) | 5%                  | (26)  | 17%                     | (85)  | 492     |
| Employ: Unemployed                | 27%                 | (86)  | 40%                  | (129) | 6%                  | (20)  | 27%                     | (88)  | 323     |
| Employ: Other                     | 21%                 | (30)  | 36%                  | (51)  | 7%                  | (10)  | 35%                     | (49)  | 140     |
| Military HH: Yes                  | 33%                 | (112) | 42%                  | (143) | 9%                  | (30)  | 17%                     | (57)  | 343     |
| Military HH: No                   | 30%                 | (554) | 41%                  | (766) | 8%                  | (154) | 21%                     | (383) | 1857    |
| RD/WT: Right Direction            | 23%                 | (135) | 44%                  | (257) | 11%                 | (66)  | 21%                     | (124) | 583     |
| RD/WT: Wrong Track                | 33%                 | (531) | 40%                  | (652) | 7%                  | (118) | 20%                     | (316) | 1617    |
| Trump Job Approve                 | 21%                 | (179) | 46%                  | (391) | 13%                 | (106) | 20%                     | (169) | 845     |
| Trump Job Disapprove              | 38%                 | (482) | 39%                  | (500) | 6%                  | (76)  | 16%                     | (209) | 1268    |
| Trump Job Strongly Approve        | 24%                 | (112) | 44%                  | (203) | 13%                 | (58)  | 20%                     | (91)  | 464     |
| Trump Job Somewhat Approve        | 18%                 | (67)  | 49%                  | (188) | 13%                 | (48)  | 20%                     | (78)  | 381     |
| Trump Job Somewhat Disapprove     | 22%                 | (50)  | 53%                  | (122) | 9%                  | (22)  | 16%                     | (37)  | 230     |
| Trump Job Strongly Disapprove     | 42%                 | (432) | 36%                  | (379) | 5%                  | (54)  | 17%                     | (172) | 1037    |

Continued on next page

**Table CMS5:** *Would you have a more or less favorable view of a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?*

| Demographic                          | More favorable view |       | No impact either way |       | Less favorable view |       | Don't know / No opinion |       | Total N |
|--------------------------------------|---------------------|-------|----------------------|-------|---------------------|-------|-------------------------|-------|---------|
| Adults                               | 30%                 | (666) | 41%                  | (909) | 8%                  | (184) | 20%                     | (440) | 2200    |
| Favorable of Trump                   | 21%                 | (168) | 47%                  | (386) | 13%                 | (103) | 19%                     | (158) | 814     |
| Unfavorable of Trump                 | 38%                 | (484) | 39%                  | (498) | 6%                  | (81)  | 17%                     | (215) | 1278    |
| Very Favorable of Trump              | 23%                 | (105) | 46%                  | (213) | 12%                 | (58)  | 19%                     | (90)  | 465     |
| Somewhat Favorable of Trump          | 18%                 | (63)  | 50%                  | (173) | 13%                 | (45)  | 20%                     | (68)  | 349     |
| Somewhat Unfavorable of Trump        | 20%                 | (42)  | 53%                  | (108) | 10%                 | (20)  | 17%                     | (35)  | 205     |
| Very Unfavorable of Trump            | 41%                 | (442) | 36%                  | (389) | 6%                  | (61)  | 17%                     | (179) | 1072    |
| #1 Issue: Economy                    | 26%                 | (186) | 47%                  | (338) | 10%                 | (73)  | 17%                     | (125) | 722     |
| #1 Issue: Security                   | 19%                 | (49)  | 51%                  | (135) | 11%                 | (28)  | 19%                     | (51)  | 263     |
| #1 Issue: Health Care                | 35%                 | (149) | 39%                  | (165) | 7%                  | (31)  | 19%                     | (81)  | 427     |
| #1 Issue: Medicare / Social Security | 32%                 | (90)  | 37%                  | (103) | 7%                  | (19)  | 24%                     | (69)  | 282     |
| #1 Issue: Women's Issues             | 35%                 | (39)  | 37%                  | (41)  | 7%                  | (8)   | 21%                     | (23)  | 111     |
| #1 Issue: Education                  | 25%                 | (33)  | 41%                  | (54)  | 3%                  | (4)   | 32%                     | (42)  | 132     |
| #1 Issue: Energy                     | 51%                 | (45)  | 34%                  | (30)  | 6%                  | (5)   | 8%                      | (7)   | 88      |
| #1 Issue: Other                      | 43%                 | (75)  | 25%                  | (44)  | 9%                  | (15)  | 23%                     | (41)  | 175     |
| 2018 House Vote: Democrat            | 43%                 | (329) | 35%                  | (268) | 6%                  | (43)  | 16%                     | (119) | 760     |
| 2018 House Vote: Republican          | 25%                 | (152) | 46%                  | (283) | 13%                 | (83)  | 16%                     | (97)  | 616     |
| 2018 House Vote: Someone else        | 30%                 | (21)  | 46%                  | (32)  | 6%                  | (4)   | 18%                     | (12)  | 70      |
| 2016 Vote: Hillary Clinton           | 41%                 | (286) | 38%                  | (261) | 5%                  | (33)  | 16%                     | (110) | 689     |
| 2016 Vote: Donald Trump              | 24%                 | (161) | 46%                  | (302) | 13%                 | (87)  | 16%                     | (108) | 658     |
| 2016 Vote: Other                     | 36%                 | (57)  | 41%                  | (65)  | 8%                  | (13)  | 14%                     | (22)  | 157     |
| 2016 Vote: Didn't Vote               | 23%                 | (163) | 41%                  | (282) | 7%                  | (51)  | 29%                     | (200) | 696     |
| Voted in 2014: Yes                   | 34%                 | (422) | 43%                  | (538) | 9%                  | (109) | 15%                     | (187) | 1255    |
| Voted in 2014: No                    | 26%                 | (245) | 39%                  | (372) | 8%                  | (75)  | 27%                     | (253) | 945     |
| 2012 Vote: Barack Obama              | 39%                 | (308) | 38%                  | (302) | 7%                  | (54)  | 15%                     | (121) | 785     |
| 2012 Vote: Mitt Romney               | 23%                 | (112) | 50%                  | (247) | 12%                 | (58)  | 16%                     | (79)  | 496     |
| 2012 Vote: Other                     | 32%                 | (27)  | 46%                  | (38)  | 4%                  | (3)   | 18%                     | (15)  | 83      |
| 2012 Vote: Didn't Vote               | 26%                 | (219) | 38%                  | (319) | 8%                  | (69)  | 27%                     | (224) | 831     |

Continued on next page



**Table CMS5:** *Would you have a more or less favorable view of a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?*

| <b>Demographic</b>                    | <b>More favorable view</b> |       | <b>No impact either way</b> |       | <b>Less favorable view</b> |       | <b>Don't know / No opinion</b> |       | <b>Total N</b> |
|---------------------------------------|----------------------------|-------|-----------------------------|-------|----------------------------|-------|--------------------------------|-------|----------------|
| Adults                                | 30%                        | (666) | 41%                         | (909) | 8%                         | (184) | 20%                            | (440) | 2200           |
| 4-Region: Northeast                   | 34%                        | (134) | 40%                         | (159) | 7%                         | (28)  | 18%                            | (72)  | 394            |
| 4-Region: Midwest                     | 31%                        | (144) | 42%                         | (193) | 8%                         | (35)  | 19%                            | (90)  | 462            |
| 4-Region: South                       | 28%                        | (228) | 41%                         | (339) | 10%                        | (78)  | 22%                            | (179) | 824            |
| 4-Region: West                        | 31%                        | (161) | 42%                         | (218) | 8%                         | (42)  | 19%                            | (99)  | 520            |
| Frequent Flyer                        | 43%                        | (117) | 34%                         | (94)  | 10%                        | (26)  | 13%                            | (36)  | 273            |
| International Travel                  | 38%                        | (161) | 39%                         | (166) | 11%                        | (45)  | 12%                            | (48)  | 420            |
| Sports fans                           | 32%                        | (462) | 42%                         | (608) | 9%                         | (132) | 18%                            | (256) | 1457           |
| Heard a lot/some about new H1N1       | 36%                        | (359) | 38%                         | (378) | 10%                        | (99)  | 16%                            | (161) | 997            |
| Heard not much/nothing about new H1N1 | 26%                        | (307) | 44%                         | (531) | 7%                         | (85)  | 23%                            | (280) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS6:** Are you more or less likely to purchase from a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?

| Demographic              | More likely to purchase |       | No impact either way |        | Less likely to purchase |       | Don't know / No opinion |       | Total N |
|--------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults                   | 21%                     | (456) | 49%                  | (1073) | 10%                     | (212) | 21%                     | (460) | 2200    |
| Gender: Male             | 23%                     | (239) | 50%                  | (536)  | 12%                     | (122) | 16%                     | (165) | 1062    |
| Gender: Female           | 19%                     | (217) | 47%                  | (537)  | 8%                      | (89)  | 26%                     | (295) | 1138    |
| Age: 18-34               | 20%                     | (129) | 44%                  | (285)  | 10%                     | (68)  | 26%                     | (173) | 655     |
| Age: 35-44               | 17%                     | (62)  | 53%                  | (189)  | 10%                     | (35)  | 20%                     | (72)  | 358     |
| Age: 45-64               | 20%                     | (147) | 51%                  | (382)  | 10%                     | (76)  | 19%                     | (146) | 751     |
| Age: 65+                 | 27%                     | (118) | 50%                  | (216)  | 8%                      | (33)  | 16%                     | (69)  | 436     |
| GenZers: 1997-2012       | 18%                     | (61)  | 42%                  | (144)  | 10%                     | (32)  | 30%                     | (103) | 340     |
| Millennials: 1981-1996   | 21%                     | (102) | 49%                  | (242)  | 11%                     | (53)  | 19%                     | (95)  | 492     |
| GenXers: 1965-1980       | 20%                     | (109) | 46%                  | (250)  | 11%                     | (58)  | 23%                     | (122) | 539     |
| Baby Boomers: 1946-1964  | 22%                     | (164) | 53%                  | (395)  | 9%                      | (66)  | 17%                     | (126) | 752     |
| PID: Dem (no lean)       | 26%                     | (215) | 49%                  | (400)  | 7%                      | (56)  | 18%                     | (152) | 823     |
| PID: Ind (no lean)       | 16%                     | (118) | 47%                  | (336)  | 10%                     | (75)  | 26%                     | (191) | 720     |
| PID: Rep (no lean)       | 19%                     | (123) | 51%                  | (337)  | 12%                     | (80)  | 18%                     | (118) | 657     |
| PID/Gender: Dem Men      | 25%                     | (92)  | 51%                  | (182)  | 9%                      | (33)  | 15%                     | (53)  | 360     |
| PID/Gender: Dem Women    | 27%                     | (123) | 47%                  | (218)  | 5%                      | (23)  | 21%                     | (99)  | 462     |
| PID/Gender: Ind Men      | 17%                     | (63)  | 48%                  | (174)  | 13%                     | (46)  | 22%                     | (80)  | 362     |
| PID/Gender: Ind Women    | 16%                     | (56)  | 45%                  | (162)  | 8%                      | (30)  | 31%                     | (111) | 358     |
| PID/Gender: Rep Men      | 25%                     | (85)  | 53%                  | (179)  | 13%                     | (43)  | 9%                      | (32)  | 339     |
| PID/Gender: Rep Women    | 12%                     | (37)  | 50%                  | (157)  | 12%                     | (37)  | 27%                     | (86)  | 318     |
| Ideo: Liberal (1-3)      | 32%                     | (208) | 49%                  | (314)  | 7%                      | (44)  | 12%                     | (78)  | 644     |
| Ideo: Moderate (4)       | 16%                     | (92)  | 55%                  | (317)  | 8%                      | (48)  | 20%                     | (115) | 572     |
| Ideo: Conservative (5-7) | 19%                     | (138) | 51%                  | (370)  | 13%                     | (96)  | 16%                     | (119) | 724     |
| Educ: < College          | 17%                     | (259) | 49%                  | (743)  | 9%                      | (140) | 25%                     | (371) | 1512    |
| Educ: Bachelors degree   | 29%                     | (130) | 47%                  | (209)  | 10%                     | (46)  | 13%                     | (59)  | 444     |
| Educ: Post-grad          | 28%                     | (68)  | 49%                  | (120)  | 11%                     | (26)  | 12%                     | (30)  | 244     |
| Income: Under 50k        | 15%                     | (178) | 48%                  | (572)  | 9%                      | (109) | 28%                     | (330) | 1189    |
| Income: 50k-100k         | 27%                     | (177) | 50%                  | (329)  | 10%                     | (65)  | 14%                     | (92)  | 662     |
| Income: 100k+            | 29%                     | (101) | 49%                  | (171)  | 11%                     | (38)  | 11%                     | (39)  | 349     |
| Ethnicity: White         | 21%                     | (368) | 50%                  | (868)  | 9%                      | (163) | 19%                     | (322) | 1722    |
| Ethnicity: Hispanic      | 22%                     | (76)  | 40%                  | (139)  | 14%                     | (47)  | 25%                     | (88)  | 349     |

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**Table CMS6:** Are you more or less likely to purchase from a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?

| Demographic                       | More likely to purchase |       | No impact either way |        | Less likely to purchase |       | Don't know / No opinion |       | Total N |
|-----------------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults                            | 21%                     | (456) | 49%                  | (1073) | 10%                     | (212) | 21%                     | (460) | 2200    |
| Ethnicity: Afr. Am.               | 21%                     | (58)  | 41%                  | (113)  | 8%                      | (23)  | 29%                     | (81)  | 274     |
| Ethnicity: Other                  | 15%                     | (30)  | 45%                  | (92)   | 12%                     | (25)  | 28%                     | (57)  | 204     |
| All Christian                     | 20%                     | (210) | 53%                  | (547)  | 9%                      | (97)  | 17%                     | (174) | 1029    |
| All Non-Christian                 | 24%                     | (29)  | 46%                  | (56)   | 10%                     | (12)  | 20%                     | (25)  | 122     |
| Atheist                           | 30%                     | (40)  | 46%                  | (61)   | 11%                     | (14)  | 13%                     | (18)  | 133     |
| Agnostic/Nothing in particular    | 22%                     | (118) | 45%                  | (235)  | 7%                      | (39)  | 25%                     | (133) | 526     |
| Something Else                    | 15%                     | (58)  | 44%                  | (173)  | 13%                     | (50)  | 28%                     | (110) | 391     |
| Religious Non-Protestant/Catholic | 22%                     | (35)  | 51%                  | (80)   | 7%                      | (12)  | 19%                     | (30)  | 156     |
| Evangelical                       | 17%                     | (94)  | 49%                  | (276)  | 10%                     | (57)  | 24%                     | (133) | 560     |
| Non-Evangelical                   | 20%                     | (160) | 51%                  | (417)  | 11%                     | (88)  | 18%                     | (145) | 809     |
| Community: Urban                  | 21%                     | (126) | 46%                  | (273)  | 10%                     | (60)  | 23%                     | (136) | 594     |
| Community: Suburban               | 22%                     | (231) | 51%                  | (532)  | 9%                      | (95)  | 18%                     | (186) | 1045    |
| Community: Rural                  | 18%                     | (99)  | 48%                  | (267)  | 10%                     | (57)  | 25%                     | (138) | 560     |
| Employ: Private Sector            | 25%                     | (151) | 50%                  | (305)  | 12%                     | (74)  | 14%                     | (83)  | 613     |
| Employ: Government                | 31%                     | (47)  | 46%                  | (72)   | 7%                      | (10)  | 16%                     | (25)  | 154     |
| Employ: Self-Employed             | 17%                     | (30)  | 48%                  | (85)   | 10%                     | (18)  | 25%                     | (44)  | 177     |
| Employ: Homemaker                 | 11%                     | (15)  | 53%                  | (71)   | 12%                     | (17)  | 24%                     | (32)  | 135     |
| Employ: Retired                   | 26%                     | (127) | 51%                  | (249)  | 7%                      | (36)  | 16%                     | (80)  | 492     |
| Employ: Unemployed                | 13%                     | (40)  | 45%                  | (145)  | 11%                     | (35)  | 32%                     | (103) | 323     |
| Employ: Other                     | 13%                     | (18)  | 40%                  | (55)   | 8%                      | (11)  | 40%                     | (55)  | 140     |
| Military HH: Yes                  | 23%                     | (79)  | 51%                  | (176)  | 12%                     | (41)  | 13%                     | (46)  | 343     |
| Military HH: No                   | 20%                     | (377) | 48%                  | (896)  | 9%                      | (170) | 22%                     | (414) | 1857    |
| RD/WT: Right Direction            | 20%                     | (117) | 46%                  | (267)  | 13%                     | (75)  | 21%                     | (123) | 583     |
| RD/WT: Wrong Track                | 21%                     | (339) | 50%                  | (806)  | 8%                      | (136) | 21%                     | (337) | 1617    |
| Trump Job Approve                 | 17%                     | (142) | 51%                  | (433)  | 14%                     | (115) | 18%                     | (155) | 845     |
| Trump Job Disapprove              | 24%                     | (309) | 49%                  | (624)  | 7%                      | (95)  | 19%                     | (241) | 1268    |
| Trump Job Strongly Approve        | 21%                     | (95)  | 45%                  | (210)  | 14%                     | (65)  | 20%                     | (95)  | 464     |
| Trump Job Somewhat Approve        | 12%                     | (47)  | 59%                  | (223)  | 13%                     | (50)  | 16%                     | (61)  | 381     |
| Trump Job Somewhat Disapprove     | 12%                     | (27)  | 61%                  | (140)  | 8%                      | (19)  | 19%                     | (44)  | 230     |
| Trump Job Strongly Disapprove     | 27%                     | (281) | 47%                  | (484)  | 7%                      | (75)  | 19%                     | (197) | 1037    |

Continued on next page

**Table CMS6:** Are you more or less likely to purchase from a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?

| Demographic                          | More likely to purchase |       | No impact either way |        | Less likely to purchase |       | Don't know / No opinion |       | Total N |
|--------------------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults                               | 21%                     | (456) | 49%                  | (1073) | 10%                     | (212) | 21%                     | (460) | 2200    |
| Favorable of Trump                   | 17%                     | (137) | 52%                  | (424)  | 13%                     | (104) | 18%                     | (149) | 814     |
| Unfavorable of Trump                 | 24%                     | (309) | 49%                  | (632)  | 8%                      | (96)  | 19%                     | (241) | 1278    |
| Very Favorable of Trump              | 19%                     | (88)  | 47%                  | (220)  | 14%                     | (63)  | 20%                     | (93)  | 465     |
| Somewhat Favorable of Trump          | 14%                     | (49)  | 58%                  | (204)  | 12%                     | (41)  | 16%                     | (55)  | 349     |
| Somewhat Unfavorable of Trump        | 9%                      | (19)  | 60%                  | (123)  | 11%                     | (23)  | 20%                     | (40)  | 205     |
| Very Unfavorable of Trump            | 27%                     | (290) | 47%                  | (508)  | 7%                      | (73)  | 19%                     | (201) | 1072    |
| #1 Issue: Economy                    | 16%                     | (116) | 55%                  | (397)  | 10%                     | (75)  | 19%                     | (134) | 722     |
| #1 Issue: Security                   | 15%                     | (38)  | 50%                  | (131)  | 13%                     | (35)  | 22%                     | (59)  | 263     |
| #1 Issue: Health Care                | 24%                     | (102) | 48%                  | (203)  | 10%                     | (42)  | 19%                     | (80)  | 427     |
| #1 Issue: Medicare / Social Security | 23%                     | (64)  | 45%                  | (128)  | 8%                      | (23)  | 24%                     | (66)  | 282     |
| #1 Issue: Women's Issues             | 24%                     | (27)  | 45%                  | (50)   | 5%                      | (5)   | 27%                     | (30)  | 111     |
| #1 Issue: Education                  | 19%                     | (25)  | 43%                  | (57)   | 6%                      | (9)   | 31%                     | (42)  | 132     |
| #1 Issue: Energy                     | 29%                     | (25)  | 51%                  | (45)   | 9%                      | (8)   | 10%                     | (9)   | 88      |
| #1 Issue: Other                      | 34%                     | (59)  | 35%                  | (61)   | 8%                      | (14)  | 23%                     | (41)  | 175     |
| 2018 House Vote: Democrat            | 30%                     | (227) | 46%                  | (346)  | 8%                      | (58)  | 17%                     | (129) | 760     |
| 2018 House Vote: Republican          | 20%                     | (126) | 52%                  | (320)  | 13%                     | (82)  | 14%                     | (87)  | 616     |
| 2018 House Vote: Someone else        | 26%                     | (18)  | 41%                  | (29)   | 8%                      | (6)   | 25%                     | (17)  | 70      |
| 2016 Vote: Hillary Clinton           | 28%                     | (196) | 46%                  | (319)  | 8%                      | (53)  | 17%                     | (120) | 689     |
| 2016 Vote: Donald Trump              | 20%                     | (129) | 53%                  | (351)  | 13%                     | (85)  | 14%                     | (92)  | 658     |
| 2016 Vote: Other                     | 26%                     | (41)  | 48%                  | (75)   | 9%                      | (13)  | 17%                     | (27)  | 157     |
| 2016 Vote: Didn't Vote               | 13%                     | (89)  | 47%                  | (327)  | 9%                      | (59)  | 32%                     | (220) | 696     |
| Voted in 2014: Yes                   | 24%                     | (305) | 50%                  | (631)  | 10%                     | (121) | 16%                     | (198) | 1255    |
| Voted in 2014: No                    | 16%                     | (151) | 47%                  | (441)  | 10%                     | (91)  | 28%                     | (262) | 945     |
| 2012 Vote: Barack Obama              | 26%                     | (201) | 49%                  | (388)  | 9%                      | (69)  | 16%                     | (127) | 785     |
| 2012 Vote: Mitt Romney               | 19%                     | (94)  | 56%                  | (276)  | 11%                     | (57)  | 14%                     | (70)  | 496     |
| 2012 Vote: Other                     | 28%                     | (23)  | 46%                  | (39)   | 5%                      | (4)   | 20%                     | (17)  | 83      |
| 2012 Vote: Didn't Vote               | 16%                     | (137) | 44%                  | (368)  | 10%                     | (81)  | 29%                     | (245) | 831     |

Continued on next page

**Table CMS6:** Are you more or less likely to purchase from a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?

| Demographic                           | More likely to purchase |       | No impact either way |        | Less likely to purchase |       | Don't know / No opinion |       | Total N |
|---------------------------------------|-------------------------|-------|----------------------|--------|-------------------------|-------|-------------------------|-------|---------|
| Adults                                | 21%                     | (456) | 49%                  | (1073) | 10%                     | (212) | 21%                     | (460) | 2200    |
| 4-Region: Northeast                   | 21%                     | (82)  | 51%                  | (200)  | 8%                      | (31)  | 20%                     | (80)  | 394     |
| 4-Region: Midwest                     | 21%                     | (97)  | 49%                  | (226)  | 10%                     | (48)  | 20%                     | (91)  | 462     |
| 4-Region: South                       | 20%                     | (161) | 47%                  | (390)  | 11%                     | (90)  | 22%                     | (182) | 824     |
| 4-Region: West                        | 22%                     | (117) | 49%                  | (256)  | 8%                      | (42)  | 20%                     | (106) | 520     |
| Frequent Flyer                        | 32%                     | (89)  | 38%                  | (105)  | 13%                     | (36)  | 16%                     | (44)  | 273     |
| International Travel                  | 30%                     | (124) | 44%                  | (183)  | 15%                     | (61)  | 12%                     | (52)  | 420     |
| Sports fans                           | 22%                     | (320) | 49%                  | (718)  | 10%                     | (152) | 18%                     | (267) | 1457    |
| Heard a lot/some about new H1N1       | 27%                     | (266) | 45%                  | (449)  | 11%                     | (108) | 17%                     | (174) | 997     |
| Heard not much/nothing about new H1N1 | 16%                     | (190) | 52%                  | (623)  | 9%                      | (103) | 24%                     | (286) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_INET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Always does what is best for customers, even in challenging times

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 31%      | (307) | 69%          | (679) | 986     |
| Gender: Male             | 33%      | (152) | 67%          | (315) | 467     |
| Gender: Female           | 30%      | (155) | 70%          | (364) | 519     |
| Age: 18-34               | 23%      | (66)  | 77%          | (221) | 287     |
| Age: 35-44               | 20%      | (33)  | 80%          | (135) | 168     |
| Age: 45-64               | 37%      | (125) | 63%          | (209) | 333     |
| Age: 65+                 | 42%      | (83)  | 58%          | (115) | 198     |
| GenZers: 1997-2012       | 21%      | (28)  | 79%          | (101) | 129     |
| Millennials: 1981-1996   | 23%      | (58)  | 77%          | (195) | 253     |
| GenXers: 1965-1980       | 22%      | (48)  | 78%          | (177) | 225     |
| Baby Boomers: 1946-1964  | 46%      | (156) | 54%          | (185) | 341     |
| PID: Dem (no lean)       | 28%      | (109) | 72%          | (284) | 393     |
| PID: Ind (no lean)       | 32%      | (102) | 68%          | (220) | 321     |
| PID: Rep (no lean)       | 35%      | (96)  | 65%          | (175) | 272     |
| PID/Gender: Dem Men      | 32%      | (57)  | 68%          | (123) | 179     |
| PID/Gender: Dem Women    | 24%      | (52)  | 76%          | (161) | 213     |
| PID/Gender: Ind Men      | 34%      | (50)  | 66%          | (96)  | 146     |
| PID/Gender: Ind Women    | 29%      | (52)  | 71%          | (123) | 175     |
| PID/Gender: Rep Men      | 32%      | (45)  | 68%          | (96)  | 141     |
| PID/Gender: Rep Women    | 39%      | (51)  | 61%          | (80)  | 131     |
| Ideo: Liberal (1-3)      | 30%      | (86)  | 70%          | (204) | 290     |
| Ideo: Moderate (4)       | 29%      | (78)  | 71%          | (192) | 270     |
| Ideo: Conservative (5-7) | 37%      | (119) | 63%          | (201) | 320     |
| Educ: < College          | 33%      | (217) | 67%          | (440) | 657     |
| Educ: Bachelors degree   | 27%      | (58)  | 73%          | (160) | 218     |
| Educ: Post-grad          | 29%      | (32)  | 71%          | (79)  | 111     |
| Income: Under 50k        | 30%      | (164) | 70%          | (386) | 550     |
| Income: 50k-100k         | 33%      | (92)  | 67%          | (186) | 278     |
| Income: 100k+            | 32%      | (51)  | 68%          | (107) | 158     |
| Ethnicity: White         | 33%      | (260) | 67%          | (523) | 783     |
| Ethnicity: Hispanic      | 20%      | (34)  | 80%          | (134) | 168     |

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**Table CMS7\_INET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Always does what is best for customers, even in challenging times

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 31%      | (307) | 69%          | (679) | 986     |
| Ethnicity: Afr. Am.               | 23%      | (26)  | 77%          | (87)  | 113     |
| Ethnicity: Other                  | 23%      | (21)  | 77%          | (69)  | 90      |
| All Christian                     | 34%      | (163) | 66%          | (312) | 475     |
| All Non-Christian                 | 34%      | (24)  | 66%          | (46)  | 70      |
| Atheist                           | 29%      | (19)  | 71%          | (45)  | 64      |
| Agnostic/Nothing in particular    | 25%      | (53)  | 75%          | (157) | 209     |
| Something Else                    | 29%      | (48)  | 71%          | (119) | 167     |
| Religious Non-Protestant/Catholic | 35%      | (30)  | 65%          | (55)  | 84      |
| Evangelical                       | 31%      | (82)  | 69%          | (182) | 264     |
| Non-Evangelical                   | 34%      | (122) | 66%          | (238) | 360     |
| Community: Urban                  | 26%      | (72)  | 74%          | (202) | 273     |
| Community: Suburban               | 32%      | (141) | 68%          | (306) | 448     |
| Community: Rural                  | 36%      | (94)  | 64%          | (171) | 265     |
| Employ: Private Sector            | 26%      | (67)  | 74%          | (190) | 257     |
| Employ: Government                | 25%      | (17)  | 75%          | (51)  | 68      |
| Employ: Self-Employed             | 26%      | (22)  | 74%          | (62)  | 85      |
| Employ: Homemaker                 | 22%      | (12)  | 78%          | (42)  | 53      |
| Employ: Retired                   | 44%      | (108) | 56%          | (136) | 243     |
| Employ: Unemployed                | 31%      | (47)  | 69%          | (105) | 153     |
| Employ: Other                     | 35%      | (19)  | 65%          | (37)  | 56      |
| Military HH: Yes                  | 33%      | (47)  | 67%          | (96)  | 143     |
| Military HH: No                   | 31%      | (260) | 69%          | (583) | 843     |
| RD/WT: Right Direction            | 35%      | (83)  | 65%          | (157) | 239     |
| RD/WT: Wrong Track                | 30%      | (224) | 70%          | (523) | 747     |
| Trump Job Approve                 | 35%      | (124) | 65%          | (229) | 352     |
| Trump Job Disapprove              | 30%      | (175) | 70%          | (415) | 589     |
| Trump Job Strongly Approve        | 36%      | (74)  | 64%          | (132) | 205     |
| Trump Job Somewhat Approve        | 34%      | (50)  | 66%          | (97)  | 147     |
| Trump Job Somewhat Disapprove     | 36%      | (40)  | 64%          | (72)  | 112     |
| Trump Job Strongly Disapprove     | 28%      | (135) | 72%          | (343) | 477     |

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**Table CMS7\_INET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Always does what is best for customers, even in challenging times

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 31%      | (307) | 69%          | (679) | 986     |
| Favorable of Trump                   | 36%      | (124) | 64%          | (217) | 341     |
| Unfavorable of Trump                 | 29%      | (171) | 71%          | (412) | 583     |
| Very Favorable of Trump              | 39%      | (82)  | 61%          | (131) | 213     |
| Somewhat Favorable of Trump          | 33%      | (42)  | 67%          | (87)  | 128     |
| Somewhat Unfavorable of Trump        | 35%      | (37)  | 65%          | (69)  | 107     |
| Very Unfavorable of Trump            | 28%      | (133) | 72%          | (343) | 476     |
| #1 Issue: Economy                    | 35%      | (109) | 65%          | (205) | 314     |
| #1 Issue: Security                   | 31%      | (38)  | 69%          | (84)  | 122     |
| #1 Issue: Health Care                | 34%      | (66)  | 66%          | (131) | 197     |
| #1 Issue: Medicare / Social Security | 36%      | (47)  | 64%          | (83)  | 130     |
| #1 Issue: Women's Issues             | 15%      | (8)   | 85%          | (48)  | 56      |
| #1 Issue: Education                  | 15%      | (7)   | 85%          | (42)  | 50      |
| #1 Issue: Other                      | 29%      | (25)  | 71%          | (59)  | 83      |
| 2018 House Vote: Democrat            | 32%      | (115) | 68%          | (245) | 360     |
| 2018 House Vote: Republican          | 34%      | (90)  | 66%          | (174) | 264     |
| 2016 Vote: Hillary Clinton           | 31%      | (101) | 69%          | (225) | 326     |
| 2016 Vote: Donald Trump              | 38%      | (108) | 62%          | (175) | 283     |
| 2016 Vote: Other                     | 41%      | (31)  | 59%          | (45)  | 76      |
| 2016 Vote: Didn't Vote               | 22%      | (67)  | 78%          | (233) | 300     |
| Voted in 2014: Yes                   | 35%      | (198) | 65%          | (363) | 561     |
| Voted in 2014: No                    | 26%      | (109) | 74%          | (316) | 425     |
| 2012 Vote: Barack Obama              | 34%      | (124) | 66%          | (239) | 362     |
| 2012 Vote: Mitt Romney               | 39%      | (87)  | 61%          | (136) | 223     |
| 2012 Vote: Didn't Vote               | 21%      | (78)  | 79%          | (285) | 363     |
| 4-Region: Northeast                  | 36%      | (66)  | 64%          | (115) | 181     |
| 4-Region: Midwest                    | 35%      | (64)  | 65%          | (122) | 186     |
| 4-Region: South                      | 31%      | (116) | 69%          | (255) | 371     |
| 4-Region: West                       | 24%      | (60)  | 76%          | (188) | 248     |
| Frequent Flyer                       | 32%      | (37)  | 68%          | (81)  | 118     |
| International Travel                 | 30%      | (55)  | 70%          | (127) | 181     |

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**Table CMS7\_1NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Always does what is best for customers, even in challenging times

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 31% (307) | 69% (679)    | 986     |
| Sports fans                           | 30% (197) | 70% (448)    | 645     |
| Heard a lot/some about new H1N1       | 32% (141) | 68% (294)    | 436     |
| Heard not much/nothing about new H1N1 | 30% (165) | 70% (385)    | 550     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_2NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is a local business

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 25% (261) | 75% (766)    | 1026    |
| Gender: Male             | 26% (137) | 74% (387)    | 524     |
| Gender: Female           | 25% (123) | 75% (378)    | 502     |
| Age: 18-34               | 19% (58)  | 81% (248)    | 305     |
| Age: 35-44               | 26% (44)  | 74% (127)    | 170     |
| Age: 45-64               | 29% (100) | 71% (249)    | 348     |
| Age: 65+                 | 29% (59)  | 71% (143)    | 202     |
| GenZers: 1997-2012       | 13% (22)  | 87% (152)    | 174     |
| Millennials: 1981-1996   | 27% (58)  | 73% (157)    | 215     |
| GenXers: 1965-1980       | 26% (65)  | 74% (183)    | 249     |
| Baby Boomers: 1946-1964  | 31% (110) | 69% (246)    | 356     |
| PID: Dem (no lean)       | 18% (67)  | 82% (312)    | 380     |
| PID: Ind (no lean)       | 29% (95)  | 71% (239)    | 334     |
| PID: Rep (no lean)       | 31% (98)  | 69% (214)    | 312     |
| PID/Gender: Dem Men      | 18% (33)  | 82% (148)    | 181     |
| PID/Gender: Dem Women    | 17% (35)  | 83% (165)    | 199     |
| PID/Gender: Ind Men      | 29% (52)  | 71% (128)    | 180     |
| PID/Gender: Ind Women    | 28% (43)  | 72% (111)    | 155     |
| PID/Gender: Rep Men      | 32% (52)  | 68% (112)    | 164     |
| PID/Gender: Rep Women    | 31% (46)  | 69% (102)    | 148     |
| Ideo: Liberal (1-3)      | 22% (67)  | 78% (244)    | 311     |
| Ideo: Moderate (4)       | 25% (66)  | 75% (196)    | 262     |
| Ideo: Conservative (5-7) | 33% (106) | 67% (214)    | 320     |
| Educ: < College          | 25% (176) | 75% (536)    | 712     |
| Educ: Bachelors degree   | 27% (54)  | 73% (148)    | 202     |
| Educ: Post-grad          | 28% (31)  | 72% (81)     | 112     |
| Income: Under 50k        | 24% (136) | 76% (426)    | 562     |
| Income: 50k-100k         | 28% (87)  | 72% (218)    | 305     |
| Income: 100k+            | 24% (38)  | 76% (122)    | 159     |
| Ethnicity: White         | 28% (222) | 72% (575)    | 798     |
| Ethnicity: Hispanic      | 16% (31)  | 84% (157)    | 187     |

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**Table CMS7\_2NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Is a local business

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 25%      | (261) | 75%          | (766) | 1026    |
| Ethnicity: Afr. Am.               | 14%      | (20)  | 86%          | (121) | 141     |
| Ethnicity: Other                  | 22%      | (19)  | 78%          | (69)  | 88      |
| All Christian                     | 27%      | (129) | 73%          | (343) | 471     |
| Atheist                           | 16%      | (11)  | 84%          | (59)  | 70      |
| Agnostic/Nothing in particular    | 25%      | (64)  | 75%          | (189) | 254     |
| Something Else                    | 25%      | (47)  | 75%          | (136) | 183     |
| Religious Non-Protestant/Catholic | 17%      | (10)  | 83%          | (51)  | 61      |
| Evangelical                       | 31%      | (82)  | 69%          | (182) | 264     |
| Non-Evangelical                   | 25%      | (91)  | 75%          | (277) | 368     |
| Community: Urban                  | 22%      | (64)  | 78%          | (232) | 297     |
| Community: Suburban               | 22%      | (109) | 78%          | (376) | 486     |
| Community: Rural                  | 36%      | (87)  | 64%          | (157) | 244     |
| Employ: Private Sector            | 24%      | (67)  | 76%          | (214) | 281     |
| Employ: Government                | 31%      | (24)  | 69%          | (52)  | 76      |
| Employ: Self-Employed             | 25%      | (24)  | 75%          | (73)  | 97      |
| Employ: Homemaker                 | 22%      | (15)  | 78%          | (51)  | 65      |
| Employ: Retired                   | 30%      | (67)  | 70%          | (158) | 225     |
| Employ: Unemployed                | 28%      | (38)  | 72%          | (99)  | 138     |
| Employ: Other                     | 29%      | (19)  | 71%          | (46)  | 65      |
| Military HH: Yes                  | 29%      | (50)  | 71%          | (126) | 176     |
| Military HH: No                   | 25%      | (210) | 75%          | (640) | 850     |
| RD/WT: Right Direction            | 33%      | (89)  | 67%          | (177) | 266     |
| RD/WT: Wrong Track                | 23%      | (172) | 77%          | (589) | 761     |
| Trump Job Approve                 | 34%      | (132) | 66%          | (261) | 393     |
| Trump Job Disapprove              | 21%      | (124) | 79%          | (470) | 594     |
| Trump Job Strongly Approve        | 40%      | (92)  | 60%          | (141) | 232     |
| Trump Job Somewhat Approve        | 25%      | (41)  | 75%          | (121) | 161     |
| Trump Job Somewhat Disapprove     | 19%      | (23)  | 81%          | (96)  | 119     |
| Trump Job Strongly Disapprove     | 21%      | (101) | 79%          | (375) | 475     |

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**Table CMS7\_2NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is a local business

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 25%      | (261) | 75%          | (766) | 1026    |
| Favorable of Trump                   | 35%      | (129) | 65%          | (243) | 373     |
| Unfavorable of Trump                 | 20%      | (123) | 80%          | (482) | 605     |
| Very Favorable of Trump              | 38%      | (83)  | 62%          | (135) | 218     |
| Somewhat Favorable of Trump          | 30%      | (46)  | 70%          | (108) | 155     |
| Somewhat Unfavorable of Trump        | 21%      | (21)  | 79%          | (77)  | 98      |
| Very Unfavorable of Trump            | 20%      | (103) | 80%          | (405) | 507     |
| #1 Issue: Economy                    | 26%      | (85)  | 74%          | (243) | 329     |
| #1 Issue: Security                   | 41%      | (52)  | 59%          | (76)  | 128     |
| #1 Issue: Health Care                | 25%      | (48)  | 75%          | (142) | 190     |
| #1 Issue: Medicare / Social Security | 24%      | (32)  | 76%          | (102) | 134     |
| #1 Issue: Education                  | 8%       | (5)   | 92%          | (59)  | 64      |
| #1 Issue: Energy                     | 24%      | (13)  | 76%          | (43)  | 56      |
| #1 Issue: Other                      | 24%      | (20)  | 76%          | (63)  | 84      |
| 2018 House Vote: Democrat            | 21%      | (74)  | 79%          | (285) | 359     |
| 2018 House Vote: Republican          | 38%      | (111) | 62%          | (183) | 295     |
| 2016 Vote: Hillary Clinton           | 20%      | (64)  | 80%          | (254) | 318     |
| 2016 Vote: Donald Trump              | 38%      | (118) | 62%          | (190) | 308     |
| 2016 Vote: Other                     | 22%      | (17)  | 78%          | (62)  | 79      |
| 2016 Vote: Didn't Vote               | 19%      | (61)  | 81%          | (260) | 321     |
| Voted in 2014: Yes                   | 28%      | (166) | 72%          | (422) | 588     |
| Voted in 2014: No                    | 22%      | (95)  | 78%          | (344) | 439     |
| 2012 Vote: Barack Obama              | 23%      | (85)  | 77%          | (282) | 367     |
| 2012 Vote: Mitt Romney               | 34%      | (75)  | 66%          | (148) | 223     |
| 2012 Vote: Didn't Vote               | 22%      | (85)  | 78%          | (301) | 386     |
| 4-Region: Northeast                  | 26%      | (49)  | 74%          | (137) | 186     |
| 4-Region: Midwest                    | 26%      | (56)  | 74%          | (158) | 215     |
| 4-Region: South                      | 26%      | (99)  | 74%          | (282) | 381     |
| 4-Region: West                       | 23%      | (56)  | 77%          | (188) | 244     |
| Frequent Flyer                       | 19%      | (21)  | 81%          | (89)  | 111     |
| International Travel                 | 26%      | (46)  | 74%          | (132) | 178     |

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**Table CMS7\_2NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...

*Is a local business*

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 25%      | (261) | 75%          | (766) | 1026    |
| Sports fans                           | 28%      | (187) | 72%          | (491) | 678     |
| Heard a lot/some about new H1N1       | 26%      | (123) | 74%          | (346) | 470     |
| Heard not much/nothing about new H1N1 | 25%      | (137) | 75%          | (419) | 557     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_3NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Contributes positively to society and/or the world

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 25%      | (242) | 75%          | (735) | 977     |
| Gender: Male             | 22%      | (107) | 78%          | (379) | 485     |
| Gender: Female           | 27%      | (135) | 73%          | (356) | 491     |
| Age: 18-34               | 30%      | (85)  | 70%          | (198) | 284     |
| Age: 35-44               | 28%      | (40)  | 72%          | (104) | 144     |
| Age: 45-64               | 20%      | (73)  | 80%          | (285) | 358     |
| Age: 65+                 | 23%      | (44)  | 77%          | (147) | 191     |
| GenZers: 1997-2012       | 33%      | (48)  | 67%          | (97)  | 145     |
| Millennials: 1981-1996   | 28%      | (60)  | 72%          | (151) | 211     |
| GenXers: 1965-1980       | 19%      | (47)  | 81%          | (198) | 245     |
| Baby Boomers: 1946-1964  | 23%      | (81)  | 77%          | (266) | 347     |
| PID: Dem (no lean)       | 36%      | (131) | 64%          | (231) | 362     |
| PID: Ind (no lean)       | 23%      | (75)  | 77%          | (259) | 334     |
| PID: Rep (no lean)       | 12%      | (35)  | 88%          | (245) | 280     |
| PID/Gender: Dem Men      | 34%      | (56)  | 66%          | (110) | 166     |
| PID/Gender: Dem Women    | 38%      | (76)  | 62%          | (121) | 197     |
| PID/Gender: Ind Men      | 19%      | (32)  | 81%          | (137) | 169     |
| PID/Gender: Ind Women    | 26%      | (44)  | 74%          | (122) | 166     |
| PID/Gender: Rep Men      | 13%      | (19)  | 87%          | (132) | 151     |
| PID/Gender: Rep Women    | 12%      | (16)  | 88%          | (113) | 129     |
| Ideo: Liberal (1-3)      | 40%      | (117) | 60%          | (177) | 293     |
| Ideo: Moderate (4)       | 21%      | (54)  | 79%          | (202) | 256     |
| Ideo: Conservative (5-7) | 15%      | (47)  | 85%          | (268) | 315     |
| Educ: < College          | 24%      | (164) | 76%          | (506) | 670     |
| Educ: Bachelors degree   | 23%      | (45)  | 77%          | (154) | 199     |
| Educ: Post-grad          | 30%      | (32)  | 70%          | (75)  | 108     |
| Income: Under 50k        | 25%      | (130) | 75%          | (393) | 523     |
| Income: 50k-100k         | 24%      | (68)  | 76%          | (220) | 288     |
| Income: 100k+            | 26%      | (43)  | 74%          | (123) | 166     |
| Ethnicity: White         | 22%      | (169) | 78%          | (586) | 755     |
| Ethnicity: Hispanic      | 25%      | (38)  | 75%          | (112) | 151     |

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**Table CMS7\_3NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Contributes positively to society and/or the world

| Demographic                       | Selected  | Not Selected | Total N |
|-----------------------------------|-----------|--------------|---------|
| Adults                            | 25% (242) | 75% (735)    | 977     |
| Ethnicity: Afr. Am.               | 33% (40)  | 67% (79)     | 119     |
| Ethnicity: Other                  | 32% (33)  | 68% (70)     | 103     |
| All Christian                     | 22% (99)  | 78% (357)    | 457     |
| All Non-Christian                 | 41% (25)  | 59% (36)     | 61      |
| Atheist                           | 33% (21)  | 67% (43)     | 64      |
| Agnostic/Nothing in particular    | 26% (61)  | 74% (175)    | 236     |
| Something Else                    | 22% (36)  | 78% (124)    | 160     |
| Religious Non-Protestant/Catholic | 39% (29)  | 61% (45)     | 74      |
| Evangelical                       | 19% (43)  | 81% (190)    | 234     |
| Non-Evangelical                   | 24% (87)  | 76% (273)    | 360     |
| Community: Urban                  | 28% (75)  | 72% (192)    | 267     |
| Community: Suburban               | 25% (121) | 75% (359)    | 480     |
| Community: Rural                  | 20% (46)  | 80% (184)    | 230     |
| Employ: Private Sector            | 24% (68)  | 76% (221)    | 289     |
| Employ: Government                | 21% (13)  | 79% (50)     | 63      |
| Employ: Self-Employed             | 29% (21)  | 71% (51)     | 72      |
| Employ: Retired                   | 20% (44)  | 80% (174)    | 218     |
| Employ: Unemployed                | 31% (46)  | 69% (102)    | 148     |
| Employ: Other                     | 26% (16)  | 74% (45)     | 60      |
| Military HH: Yes                  | 30% (49)  | 70% (116)    | 165     |
| Military HH: No                   | 24% (193) | 76% (619)    | 812     |
| RD/WT: Right Direction            | 12% (34)  | 88% (241)    | 275     |
| RD/WT: Wrong Track                | 30% (208) | 70% (494)    | 702     |
| Trump Job Approve                 | 13% (49)  | 87% (339)    | 388     |
| Trump Job Disapprove              | 34% (188) | 66% (368)    | 556     |
| Trump Job Strongly Approve        | 12% (26)  | 88% (187)    | 213     |
| Trump Job Somewhat Approve        | 13% (23)  | 87% (152)    | 175     |
| Trump Job Somewhat Disapprove     | 28% (28)  | 72% (73)     | 101     |
| Trump Job Strongly Disapprove     | 35% (159) | 65% (295)    | 454     |

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**Table CMS7\_3NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Contributes positively to society and/or the world

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 25%      | (242) | 75%          | (735) | 977     |
| Favorable of Trump                   | 15%      | (55)  | 85%          | (312) | 367     |
| Unfavorable of Trump                 | 33%      | (183) | 67%          | (376) | 560     |
| Very Favorable of Trump              | 11%      | (24)  | 89%          | (187) | 211     |
| Somewhat Favorable of Trump          | 20%      | (31)  | 80%          | (125) | 156     |
| Somewhat Unfavorable of Trump        | 18%      | (17)  | 82%          | (77)  | 94      |
| Very Unfavorable of Trump            | 36%      | (166) | 64%          | (299) | 465     |
| #1 Issue: Economy                    | 26%      | (79)  | 74%          | (225) | 304     |
| #1 Issue: Security                   | 11%      | (13)  | 89%          | (108) | 121     |
| #1 Issue: Health Care                | 26%      | (52)  | 74%          | (148) | 199     |
| #1 Issue: Medicare / Social Security | 27%      | (32)  | 73%          | (88)  | 120     |
| #1 Issue: Women's Issues             | 33%      | (19)  | 67%          | (39)  | 58      |
| #1 Issue: Education                  | 31%      | (17)  | 69%          | (37)  | 54      |
| #1 Issue: Other                      | 28%      | (20)  | 72%          | (52)  | 72      |
| 2018 House Vote: Democrat            | 33%      | (115) | 67%          | (229) | 343     |
| 2018 House Vote: Republican          | 13%      | (36)  | 87%          | (241) | 276     |
| 2016 Vote: Hillary Clinton           | 36%      | (109) | 64%          | (196) | 305     |
| 2016 Vote: Donald Trump              | 13%      | (38)  | 87%          | (254) | 292     |
| 2016 Vote: Other                     | 26%      | (18)  | 74%          | (51)  | 69      |
| 2016 Vote: Didn't Vote               | 25%      | (77)  | 75%          | (234) | 311     |
| Voted in 2014: Yes                   | 24%      | (136) | 76%          | (425) | 561     |
| Voted in 2014: No                    | 25%      | (106) | 75%          | (310) | 416     |
| 2012 Vote: Barack Obama              | 32%      | (113) | 68%          | (244) | 358     |
| 2012 Vote: Mitt Romney               | 12%      | (27)  | 88%          | (195) | 222     |
| 2012 Vote: Didn't Vote               | 26%      | (94)  | 74%          | (272) | 366     |
| 4-Region: Northeast                  | 21%      | (33)  | 79%          | (123) | 156     |
| 4-Region: Midwest                    | 24%      | (50)  | 76%          | (156) | 206     |
| 4-Region: South                      | 23%      | (84)  | 77%          | (278) | 362     |
| 4-Region: West                       | 30%      | (75)  | 70%          | (178) | 253     |
| Frequent Flyer                       | 27%      | (34)  | 73%          | (93)  | 127     |
| International Travel                 | 29%      | (53)  | 71%          | (130) | 183     |

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**Table CMS7\_3NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...

*Contributes positively to society and/or the world*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 25% (242) | 75% (735)    | 977     |
| Sports fans                           | 26% (163) | 74% (472)    | 635     |
| Heard a lot/some about new H1N1       | 27% (121) | 73% (323)    | 444     |
| Heard not much/nothing about new H1N1 | 23% (121) | 77% (412)    | 533     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_4NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is socially responsible (i.e. acts in the best interest of customers and society)

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 29% (287) | 71% (698)    | 985     |
| Gender: Male             | 24% (121) | 76% (374)    | 495     |
| Gender: Female           | 34% (165) | 66% (324)    | 490     |
| Age: 18-34               | 34% (95)  | 66% (184)    | 279     |
| Age: 35-44               | 25% (40)  | 75% (120)    | 160     |
| Age: 45-64               | 25% (84)  | 75% (257)    | 342     |
| Age: 65+                 | 33% (67)  | 67% (136)    | 203     |
| GenZers: 1997-2012       | 35% (47)  | 65% (88)     | 135     |
| Millennials: 1981-1996   | 31% (68)  | 69% (152)    | 220     |
| GenXers: 1965-1980       | 25% (63)  | 75% (193)    | 256     |
| Baby Boomers: 1946-1964  | 28% (95)  | 72% (243)    | 338     |
| PID: Dem (no lean)       | 37% (125) | 63% (217)    | 341     |
| PID: Ind (no lean)       | 29% (99)  | 71% (240)    | 339     |
| PID: Rep (no lean)       | 21% (64)  | 79% (241)    | 305     |
| PID/Gender: Dem Men      | 29% (44)  | 71% (108)    | 152     |
| PID/Gender: Dem Women    | 42% (80)  | 58% (109)    | 189     |
| PID/Gender: Ind Men      | 25% (44)  | 75% (131)    | 175     |
| PID/Gender: Ind Women    | 33% (54)  | 67% (109)    | 164     |
| PID/Gender: Rep Men      | 20% (33)  | 80% (135)    | 168     |
| PID/Gender: Rep Women    | 22% (31)  | 78% (107)    | 137     |
| Ideo: Liberal (1-3)      | 43% (126) | 57% (167)    | 293     |
| Ideo: Moderate (4)       | 26% (65)  | 74% (186)    | 251     |
| Ideo: Conservative (5-7) | 23% (81)  | 77% (270)    | 351     |
| Educ: < College          | 27% (181) | 73% (492)    | 672     |
| Educ: Bachelors degree   | 34% (72)  | 66% (140)    | 212     |
| Educ: Post-grad          | 34% (34)  | 66% (67)     | 101     |
| Income: Under 50k        | 24% (124) | 76% (395)    | 519     |
| Income: 50k-100k         | 36% (109) | 64% (198)    | 307     |
| Income: 100k+            | 34% (54)  | 66% (105)    | 159     |
| Ethnicity: White         | 29% (227) | 71% (555)    | 782     |
| Ethnicity: Hispanic      | 30% (48)  | 70% (112)    | 160     |

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**Table CMS7\_4NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Is socially responsible (i.e. acts in the best interest of customers and society)

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 29%      | (287) | 71%          | (698) | 985     |
| Ethnicity: Afr. Am.               | 32%      | (38)  | 68%          | (81)  | 119     |
| Ethnicity: Other                  | 26%      | (22)  | 74%          | (62)  | 84      |
| All Christian                     | 26%      | (122) | 74%          | (345) | 468     |
| All Non-Christian                 | 31%      | (19)  | 69%          | (42)  | 61      |
| Atheist                           | 40%      | (25)  | 60%          | (37)  | 61      |
| Agnostic/Nothing in particular    | 33%      | (71)  | 67%          | (145) | 216     |
| Something Else                    | 28%      | (50)  | 72%          | (129) | 179     |
| Religious Non-Protestant/Catholic | 29%      | (21)  | 71%          | (53)  | 74      |
| Evangelical                       | 23%      | (54)  | 77%          | (182) | 237     |
| Non-Evangelical                   | 29%      | (115) | 71%          | (278) | 393     |
| Community: Urban                  | 29%      | (81)  | 71%          | (198) | 279     |
| Community: Suburban               | 32%      | (152) | 68%          | (319) | 471     |
| Community: Rural                  | 23%      | (54)  | 77%          | (181) | 235     |
| Employ: Private Sector            | 28%      | (83)  | 72%          | (208) | 290     |
| Employ: Government                | 32%      | (23)  | 68%          | (48)  | 71      |
| Employ: Self-Employed             | 28%      | (24)  | 72%          | (60)  | 83      |
| Employ: Homemaker                 | 23%      | (12)  | 77%          | (39)  | 51      |
| Employ: Retired                   | 29%      | (66)  | 71%          | (162) | 228     |
| Employ: Unemployed                | 24%      | (35)  | 76%          | (109) | 144     |
| Employ: Other                     | 33%      | (18)  | 67%          | (36)  | 54      |
| Military HH: Yes                  | 30%      | (48)  | 70%          | (113) | 162     |
| Military HH: No                   | 29%      | (238) | 71%          | (585) | 823     |
| RD/WT: Right Direction            | 20%      | (60)  | 80%          | (233) | 293     |
| RD/WT: Wrong Track                | 33%      | (227) | 67%          | (465) | 692     |
| Trump Job Approve                 | 21%      | (81)  | 79%          | (313) | 394     |
| Trump Job Disapprove              | 36%      | (201) | 64%          | (354) | 554     |
| Trump Job Strongly Approve        | 21%      | (45)  | 79%          | (171) | 217     |
| Trump Job Somewhat Approve        | 20%      | (36)  | 80%          | (142) | 178     |
| Trump Job Somewhat Disapprove     | 28%      | (27)  | 72%          | (70)  | 96      |
| Trump Job Strongly Disapprove     | 38%      | (174) | 62%          | (284) | 458     |

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**Table CMS7\_4NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is socially responsible (i.e. acts in the best interest of customers and society)

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 29%      | (287) | 71%          | (698) | 985     |
| Favorable of Trump                   | 21%      | (78)  | 79%          | (303) | 381     |
| Unfavorable of Trump                 | 36%      | (201) | 64%          | (363) | 564     |
| Very Favorable of Trump              | 22%      | (49)  | 78%          | (172) | 221     |
| Somewhat Favorable of Trump          | 18%      | (30)  | 82%          | (131) | 160     |
| Somewhat Unfavorable of Trump        | 28%      | (24)  | 72%          | (62)  | 86      |
| Very Unfavorable of Trump            | 37%      | (177) | 63%          | (300) | 477     |
| #1 Issue: Economy                    | 26%      | (82)  | 74%          | (234) | 316     |
| #1 Issue: Security                   | 25%      | (27)  | 75%          | (81)  | 108     |
| #1 Issue: Health Care                | 32%      | (62)  | 68%          | (129) | 191     |
| #1 Issue: Medicare / Social Security | 28%      | (35)  | 72%          | (92)  | 127     |
| #1 Issue: Women's Issues             | 47%      | (24)  | 53%          | (27)  | 51      |
| #1 Issue: Education                  | 26%      | (16)  | 74%          | (45)  | 61      |
| #1 Issue: Other                      | 27%      | (24)  | 73%          | (64)  | 88      |
| 2018 House Vote: Democrat            | 40%      | (142) | 60%          | (212) | 354     |
| 2018 House Vote: Republican          | 20%      | (57)  | 80%          | (231) | 288     |
| 2016 Vote: Hillary Clinton           | 38%      | (118) | 62%          | (189) | 306     |
| 2016 Vote: Donald Trump              | 22%      | (69)  | 78%          | (248) | 317     |
| 2016 Vote: Other                     | 30%      | (26)  | 70%          | (61)  | 87      |
| 2016 Vote: Didn't Vote               | 27%      | (74)  | 73%          | (201) | 274     |
| Voted in 2014: Yes                   | 29%      | (173) | 71%          | (426) | 600     |
| Voted in 2014: No                    | 29%      | (113) | 71%          | (272) | 385     |
| 2012 Vote: Barack Obama              | 35%      | (129) | 65%          | (239) | 368     |
| 2012 Vote: Mitt Romney               | 21%      | (50)  | 79%          | (185) | 235     |
| 2012 Vote: Didn't Vote               | 28%      | (95)  | 72%          | (241) | 336     |
| 4-Region: Northeast                  | 33%      | (57)  | 67%          | (116) | 173     |
| 4-Region: Midwest                    | 24%      | (47)  | 76%          | (147) | 195     |
| 4-Region: South                      | 27%      | (103) | 73%          | (279) | 382     |
| 4-Region: West                       | 34%      | (79)  | 66%          | (156) | 235     |
| Frequent Flyer                       | 27%      | (37)  | 73%          | (101) | 138     |
| International Travel                 | 30%      | (59)  | 70%          | (137) | 197     |

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**Table CMS7\_4NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is socially responsible (i.e. acts in the best interest of customers and society)

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 29% (287) | 71% (698)    | 985     |
| Sports fans                           | 28% (178) | 72% (467)    | 645     |
| Heard a lot/some about new H1N1       | 30% (138) | 70% (315)    | 452     |
| Heard not much/nothing about new H1N1 | 28% (149) | 72% (384)    | 533     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_5NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is committed to improving the environment

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 18%      | (184) | 82%          | (820) | 1004    |
| Gender: Male             | 19%      | (93)  | 81%          | (401) | 494     |
| Gender: Female           | 18%      | (91)  | 82%          | (419) | 510     |
| Age: 18-34               | 21%      | (63)  | 79%          | (238) | 301     |
| Age: 35-44               | 15%      | (26)  | 85%          | (143) | 169     |
| Age: 45-64               | 15%      | (49)  | 85%          | (275) | 324     |
| Age: 65+                 | 22%      | (46)  | 78%          | (164) | 210     |
| GenZers: 1997-2012       | 26%      | (41)  | 74%          | (116) | 157     |
| Millennials: 1981-1996   | 15%      | (35)  | 85%          | (198) | 232     |
| GenXers: 1965-1980       | 16%      | (41)  | 84%          | (208) | 249     |
| Baby Boomers: 1946-1964  | 19%      | (62)  | 81%          | (269) | 332     |
| PID: Dem (no lean)       | 23%      | (85)  | 77%          | (282) | 368     |
| PID: Ind (no lean)       | 18%      | (58)  | 82%          | (268) | 326     |
| PID: Rep (no lean)       | 13%      | (41)  | 87%          | (270) | 311     |
| PID/Gender: Dem Men      | 25%      | (39)  | 75%          | (120) | 160     |
| PID/Gender: Dem Women    | 22%      | (46)  | 78%          | (162) | 208     |
| PID/Gender: Ind Men      | 16%      | (27)  | 84%          | (146) | 174     |
| PID/Gender: Ind Women    | 20%      | (30)  | 80%          | (122) | 152     |
| PID/Gender: Rep Men      | 16%      | (26)  | 84%          | (135) | 160     |
| PID/Gender: Rep Women    | 10%      | (15)  | 90%          | (136) | 150     |
| Ideo: Liberal (1-3)      | 26%      | (72)  | 74%          | (209) | 282     |
| Ideo: Moderate (4)       | 16%      | (46)  | 84%          | (237) | 283     |
| Ideo: Conservative (5-7) | 14%      | (46)  | 86%          | (277) | 323     |
| Educ: < College          | 16%      | (109) | 84%          | (578) | 686     |
| Educ: Bachelors degree   | 23%      | (45)  | 77%          | (152) | 197     |
| Educ: Post-grad          | 25%      | (30)  | 75%          | (90)  | 120     |
| Income: Under 50k        | 19%      | (104) | 81%          | (448) | 552     |
| Income: 50k-100k         | 18%      | (55)  | 82%          | (257) | 312     |
| Income: 100k+            | 18%      | (25)  | 82%          | (115) | 140     |
| Ethnicity: White         | 18%      | (139) | 82%          | (629) | 767     |
| Ethnicity: Hispanic      | 22%      | (34)  | 78%          | (120) | 154     |

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**Table CMS7\_5NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Is committed to improving the environment

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 18%      | (184) | 82%          | (820) | 1004    |
| Ethnicity: Afr. Am.               | 17%      | (24)  | 83%          | (113) | 136     |
| Ethnicity: Other                  | 21%      | (22)  | 79%          | (79)  | 100     |
| All Christian                     | 14%      | (65)  | 86%          | (389) | 454     |
| All Non-Christian                 | 23%      | (14)  | 77%          | (47)  | 61      |
| Atheist                           | 27%      | (18)  | 73%          | (49)  | 66      |
| Agnostic/Nothing in particular    | 23%      | (50)  | 77%          | (172) | 222     |
| Something Else                    | 18%      | (36)  | 82%          | (164) | 200     |
| Religious Non-Protestant/Catholic | 20%      | (16)  | 80%          | (63)  | 78      |
| Evangelical                       | 15%      | (38)  | 85%          | (220) | 257     |
| Non-Evangelical                   | 17%      | (62)  | 83%          | (308) | 370     |
| Community: Urban                  | 24%      | (67)  | 76%          | (209) | 277     |
| Community: Suburban               | 17%      | (84)  | 83%          | (401) | 484     |
| Community: Rural                  | 14%      | (33)  | 86%          | (210) | 243     |
| Employ: Private Sector            | 18%      | (49)  | 82%          | (229) | 278     |
| Employ: Government                | 13%      | (9)   | 87%          | (64)  | 74      |
| Employ: Self-Employed             | 13%      | (9)   | 87%          | (62)  | 71      |
| Employ: Homemaker                 | 19%      | (13)  | 81%          | (53)  | 66      |
| Employ: Retired                   | 21%      | (48)  | 79%          | (184) | 232     |
| Employ: Unemployed                | 18%      | (28)  | 82%          | (125) | 153     |
| Employ: Other                     | 24%      | (13)  | 76%          | (42)  | 55      |
| Military HH: Yes                  | 19%      | (30)  | 81%          | (125) | 156     |
| Military HH: No                   | 18%      | (154) | 82%          | (695) | 848     |
| RD/WT: Right Direction            | 13%      | (38)  | 87%          | (245) | 284     |
| RD/WT: Wrong Track                | 20%      | (146) | 80%          | (575) | 721     |
| Trump Job Approve                 | 12%      | (47)  | 88%          | (343) | 390     |
| Trump Job Disapprove              | 22%      | (128) | 78%          | (448) | 576     |
| Trump Job Strongly Approve        | 14%      | (32)  | 86%          | (188) | 220     |
| Trump Job Somewhat Approve        | 9%       | (15)  | 91%          | (155) | 170     |
| Trump Job Somewhat Disapprove     | 10%      | (10)  | 90%          | (94)  | 103     |
| Trump Job Strongly Disapprove     | 25%      | (118) | 75%          | (354) | 472     |

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**Table CMS7\_5NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is committed to improving the environment

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 18%      | (184) | 82%          | (820) | 1004    |
| Favorable of Trump                   | 11%      | (41)  | 89%          | (334) | 375     |
| Unfavorable of Trump                 | 24%      | (140) | 76%          | (438) | 578     |
| Very Favorable of Trump              | 14%      | (28)  | 86%          | (177) | 205     |
| Somewhat Favorable of Trump          | 8%       | (13)  | 92%          | (158) | 171     |
| Somewhat Unfavorable of Trump        | 15%      | (12)  | 85%          | (73)  | 86      |
| Very Unfavorable of Trump            | 26%      | (127) | 74%          | (365) | 492     |
| #1 Issue: Economy                    | 12%      | (39)  | 88%          | (282) | 321     |
| #1 Issue: Security                   | 11%      | (15)  | 89%          | (117) | 132     |
| #1 Issue: Health Care                | 22%      | (42)  | 78%          | (145) | 187     |
| #1 Issue: Medicare / Social Security | 23%      | (29)  | 77%          | (101) | 131     |
| #1 Issue: Women's Issues             | 18%      | (9)   | 82%          | (41)  | 50      |
| #1 Issue: Education                  | 16%      | (10)  | 84%          | (55)  | 65      |
| #1 Issue: Other                      | 25%      | (21)  | 75%          | (62)  | 83      |
| 2018 House Vote: Democrat            | 28%      | (91)  | 72%          | (240) | 331     |
| 2018 House Vote: Republican          | 14%      | (41)  | 86%          | (250) | 291     |
| 2016 Vote: Hillary Clinton           | 27%      | (79)  | 73%          | (216) | 295     |
| 2016 Vote: Donald Trump              | 13%      | (40)  | 87%          | (263) | 303     |
| 2016 Vote: Other                     | 20%      | (15)  | 80%          | (60)  | 75      |
| 2016 Vote: Didn't Vote               | 15%      | (50)  | 85%          | (280) | 330     |
| Voted in 2014: Yes                   | 19%      | (108) | 81%          | (460) | 568     |
| Voted in 2014: No                    | 17%      | (76)  | 83%          | (360) | 436     |
| 2012 Vote: Barack Obama              | 22%      | (78)  | 78%          | (274) | 351     |
| 2012 Vote: Mitt Romney               | 13%      | (29)  | 87%          | (196) | 226     |
| 2012 Vote: Didn't Vote               | 18%      | (70)  | 82%          | (317) | 388     |
| 4-Region: Northeast                  | 21%      | (36)  | 79%          | (139) | 174     |
| 4-Region: Midwest                    | 17%      | (34)  | 83%          | (169) | 203     |
| 4-Region: South                      | 15%      | (59)  | 85%          | (332) | 391     |
| 4-Region: West                       | 23%      | (55)  | 77%          | (181) | 236     |
| Frequent Flyer                       | 19%      | (25)  | 81%          | (106) | 131     |
| International Travel                 | 21%      | (42)  | 79%          | (158) | 200     |

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**Table CMS7\_5NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Is committed to improving the environment

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 18%      | (184) | 82%          | (820) | 1004    |
| Sports fans                           | 22%      | (142) | 78%          | (509) | 651     |
| Heard a lot/some about new H1N1       | 20%      | (97)  | 80%          | (382) | 479     |
| Heard not much/nothing about new H1N1 | 17%      | (87)  | 83%          | (438) | 525     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_6NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is committed to sustainability

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 16%      | (157) | 84%          | (825) | 982     |
| Gender: Male             | 19%      | (92)  | 81%          | (389) | 481     |
| Gender: Female           | 13%      | (66)  | 87%          | (436) | 502     |
| Age: 18-34               | 19%      | (57)  | 81%          | (248) | 305     |
| Age: 35-44               | 15%      | (23)  | 85%          | (133) | 156     |
| Age: 45-64               | 15%      | (47)  | 85%          | (273) | 320     |
| Age: 65+                 | 15%      | (31)  | 85%          | (170) | 201     |
| GenZers: 1997-2012       | 23%      | (38)  | 77%          | (129) | 168     |
| Millennials: 1981-1996   | 14%      | (30)  | 86%          | (180) | 210     |
| GenXers: 1965-1980       | 16%      | (38)  | 84%          | (199) | 236     |
| Baby Boomers: 1946-1964  | 14%      | (46)  | 86%          | (287) | 333     |
| PID: Dem (no lean)       | 16%      | (58)  | 84%          | (310) | 368     |
| PID: Ind (no lean)       | 19%      | (61)  | 81%          | (262) | 322     |
| PID: Rep (no lean)       | 13%      | (39)  | 87%          | (253) | 292     |
| PID/Gender: Dem Men      | 20%      | (32)  | 80%          | (126) | 159     |
| PID/Gender: Dem Women    | 12%      | (26)  | 88%          | (184) | 210     |
| PID/Gender: Ind Men      | 22%      | (36)  | 78%          | (127) | 162     |
| PID/Gender: Ind Women    | 16%      | (25)  | 84%          | (135) | 160     |
| PID/Gender: Rep Men      | 15%      | (24)  | 85%          | (136) | 160     |
| PID/Gender: Rep Women    | 11%      | (15)  | 89%          | (117) | 132     |
| Ideo: Liberal (1-3)      | 21%      | (65)  | 79%          | (247) | 311     |
| Ideo: Moderate (4)       | 16%      | (38)  | 84%          | (195) | 233     |
| Ideo: Conservative (5-7) | 12%      | (38)  | 88%          | (289) | 327     |
| Educ: < College          | 16%      | (110) | 84%          | (567) | 677     |
| Educ: Bachelors degree   | 13%      | (26)  | 87%          | (171) | 197     |
| Educ: Post-grad          | 20%      | (22)  | 80%          | (87)  | 109     |
| Income: Under 50k        | 16%      | (83)  | 84%          | (450) | 533     |
| Income: 50k-100k         | 17%      | (50)  | 83%          | (241) | 291     |
| Income: 100k+            | 15%      | (24)  | 85%          | (134) | 158     |
| Ethnicity: White         | 17%      | (133) | 83%          | (633) | 766     |
| Ethnicity: Hispanic      | 16%      | (25)  | 84%          | (132) | 157     |

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**Table CMS7\_6NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Is committed to sustainability

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 16%      | (157) | 84%          | (825) | 982     |
| Ethnicity: Afr. Am.               | 9%       | (11)  | 91%          | (111) | 122     |
| Ethnicity: Other                  | 15%      | (14)  | 85%          | (80)  | 94      |
| All Christian                     | 16%      | (78)  | 84%          | (396) | 474     |
| All Non-Christian                 | 13%      | (8)   | 87%          | (54)  | 62      |
| Atheist                           | 14%      | (8)   | 86%          | (50)  | 59      |
| Agnostic/Nothing in particular    | 18%      | (40)  | 82%          | (186) | 225     |
| Something Else                    | 14%      | (23)  | 86%          | (139) | 162     |
| Religious Non-Protestant/Catholic | 14%      | (10)  | 86%          | (65)  | 75      |
| Evangelical                       | 15%      | (40)  | 85%          | (225) | 265     |
| Non-Evangelical                   | 17%      | (58)  | 83%          | (290) | 348     |
| Community: Urban                  | 18%      | (47)  | 82%          | (215) | 263     |
| Community: Suburban               | 13%      | (60)  | 87%          | (414) | 474     |
| Community: Rural                  | 20%      | (50)  | 80%          | (196) | 246     |
| Employ: Private Sector            | 12%      | (32)  | 88%          | (232) | 264     |
| Employ: Government                | 19%      | (16)  | 81%          | (66)  | 82      |
| Employ: Self-Employed             | 27%      | (21)  | 73%          | (58)  | 79      |
| Employ: Homemaker                 | 12%      | (7)   | 88%          | (50)  | 57      |
| Employ: Retired                   | 18%      | (40)  | 82%          | (183) | 223     |
| Employ: Unemployed                | 13%      | (16)  | 87%          | (108) | 124     |
| Employ: Other                     | 12%      | (8)   | 88%          | (58)  | 65      |
| Military HH: Yes                  | 10%      | (16)  | 90%          | (137) | 153     |
| Military HH: No                   | 17%      | (142) | 83%          | (688) | 830     |
| RD/WT: Right Direction            | 13%      | (33)  | 87%          | (227) | 260     |
| RD/WT: Wrong Track                | 17%      | (125) | 83%          | (598) | 723     |
| Trump Job Approve                 | 13%      | (49)  | 87%          | (318) | 367     |
| Trump Job Disapprove              | 18%      | (103) | 82%          | (471) | 574     |
| Trump Job Strongly Approve        | 9%       | (18)  | 91%          | (172) | 190     |
| Trump Job Somewhat Approve        | 18%      | (31)  | 82%          | (146) | 177     |
| Trump Job Somewhat Disapprove     | 19%      | (17)  | 81%          | (73)  | 90      |
| Trump Job Strongly Disapprove     | 18%      | (86)  | 82%          | (398) | 484     |

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**Table CMS7\_6NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Is committed to sustainability

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 16%      | (157) | 84%          | (825) | 982     |
| Favorable of Trump                   | 14%      | (48)  | 86%          | (298) | 346     |
| Unfavorable of Trump                 | 18%      | (105) | 82%          | (474) | 579     |
| Very Favorable of Trump              | 8%       | (16)  | 92%          | (173) | 189     |
| Somewhat Favorable of Trump          | 21%      | (32)  | 79%          | (125) | 157     |
| Somewhat Unfavorable of Trump        | 16%      | (15)  | 84%          | (77)  | 92      |
| Very Unfavorable of Trump            | 18%      | (89)  | 82%          | (398) | 487     |
| #1 Issue: Economy                    | 14%      | (49)  | 86%          | (310) | 360     |
| #1 Issue: Security                   | 9%       | (9)   | 91%          | (90)  | 99      |
| #1 Issue: Health Care                | 16%      | (30)  | 84%          | (158) | 188     |
| #1 Issue: Medicare / Social Security | 20%      | (26)  | 80%          | (101) | 127     |
| #1 Issue: Education                  | 23%      | (13)  | 77%          | (43)  | 56      |
| #1 Issue: Other                      | 15%      | (11)  | 85%          | (62)  | 73      |
| 2018 House Vote: Democrat            | 17%      | (61)  | 83%          | (290) | 351     |
| 2018 House Vote: Republican          | 11%      | (28)  | 89%          | (229) | 257     |
| 2016 Vote: Hillary Clinton           | 16%      | (49)  | 84%          | (259) | 308     |
| 2016 Vote: Donald Trump              | 10%      | (28)  | 90%          | (266) | 295     |
| 2016 Vote: Other                     | 23%      | (19)  | 77%          | (62)  | 80      |
| 2016 Vote: Didn't Vote               | 21%      | (61)  | 79%          | (237) | 299     |
| Voted in 2014: Yes                   | 14%      | (74)  | 86%          | (474) | 548     |
| Voted in 2014: No                    | 19%      | (83)  | 81%          | (351) | 434     |
| 2012 Vote: Barack Obama              | 15%      | (53)  | 85%          | (303) | 356     |
| 2012 Vote: Mitt Romney               | 10%      | (19)  | 90%          | (181) | 200     |
| 2012 Vote: Didn't Vote               | 20%      | (75)  | 80%          | (300) | 376     |
| 4-Region: Northeast                  | 16%      | (30)  | 84%          | (153) | 183     |
| 4-Region: Midwest                    | 13%      | (25)  | 87%          | (167) | 192     |
| 4-Region: South                      | 18%      | (67)  | 82%          | (304) | 371     |
| 4-Region: West                       | 15%      | (36)  | 85%          | (201) | 237     |
| Frequent Flyer                       | 16%      | (21)  | 84%          | (109) | 130     |
| International Travel                 | 15%      | (29)  | 85%          | (164) | 193     |
| Sports fans                          | 15%      | (99)  | 85%          | (568) | 667     |

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**Table CMS7\_6NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...

*Is committed to sustainability*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 16% (157) | 84% (825)    | 982     |
| Heard a lot/some about new H1N1       | 17% (73)  | 83% (364)    | 437     |
| Heard not much/nothing about new H1N1 | 15% (84)  | 85% (461)    | 545     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_7NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Gives back to / is committed to improving the communities where it operates

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 23% (239) | 77% (813)    | 1052    |
| Gender: Male             | 17% (83)  | 83% (412)    | 494     |
| Gender: Female           | 28% (156) | 72% (401)    | 557     |
| Age: 18-34               | 24% (77)  | 76% (244)    | 321     |
| Age: 35-44               | 20% (37)  | 80% (150)    | 187     |
| Age: 45-64               | 18% (60)  | 82% (279)    | 339     |
| Age: 65+                 | 32% (64)  | 68% (140)    | 204     |
| GenZers: 1997-2012       | 24% (41)  | 76% (127)    | 169     |
| Millennials: 1981-1996   | 25% (62)  | 75% (180)    | 242     |
| GenXers: 1965-1980       | 15% (40)  | 85% (222)    | 262     |
| Baby Boomers: 1946-1964  | 24% (83)  | 76% (261)    | 344     |
| PID: Dem (no lean)       | 23% (99)  | 77% (326)    | 425     |
| PID: Ind (no lean)       | 22% (70)  | 78% (255)    | 325     |
| PID: Rep (no lean)       | 23% (69)  | 77% (232)    | 301     |
| PID/Gender: Dem Men      | 16% (30)  | 84% (157)    | 187     |
| PID/Gender: Dem Women    | 29% (69)  | 71% (169)    | 239     |
| PID/Gender: Ind Men      | 12% (19)  | 88% (133)    | 152     |
| PID/Gender: Ind Women    | 30% (52)  | 70% (122)    | 174     |
| PID/Gender: Rep Men      | 22% (34)  | 78% (122)    | 156     |
| PID/Gender: Rep Women    | 24% (35)  | 76% (110)    | 145     |
| Ideo: Liberal (1-3)      | 26% (83)  | 74% (237)    | 320     |
| Ideo: Moderate (4)       | 22% (62)  | 78% (223)    | 285     |
| Ideo: Conservative (5-7) | 20% (64)  | 80% (256)    | 320     |
| Educ: < College          | 22% (163) | 78% (571)    | 734     |
| Educ: Bachelors degree   | 21% (43)  | 79% (163)    | 206     |
| Educ: Post-grad          | 29% (33)  | 71% (80)     | 112     |
| Income: Under 50k        | 22% (134) | 78% (463)    | 598     |
| Income: 50k-100k         | 22% (67)  | 78% (245)    | 313     |
| Income: 100k+            | 26% (37)  | 74% (105)    | 142     |
| Ethnicity: White         | 22% (179) | 78% (620)    | 800     |
| Ethnicity: Hispanic      | 25% (49)  | 75% (145)    | 194     |

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**Table CMS7\_7NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Gives back to / is committed to improving the communities where it operates

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 23%      | (239) | 77%          | (813) | 1052    |
| Ethnicity: Afr. Am.               | 24%      | (31)  | 76%          | (97)  | 128     |
| Ethnicity: Other                  | 23%      | (29)  | 77%          | (95)  | 124     |
| All Christian                     | 25%      | (116) | 75%          | (354) | 470     |
| All Non-Christian                 | 19%      | (12)  | 81%          | (49)  | 60      |
| Atheist                           | 24%      | (16)  | 76%          | (49)  | 65      |
| Agnostic/Nothing in particular    | 20%      | (54)  | 80%          | (222) | 277     |
| Something Else                    | 23%      | (41)  | 77%          | (138) | 179     |
| Religious Non-Protestant/Catholic | 23%      | (18)  | 77%          | (62)  | 80      |
| Evangelical                       | 24%      | (60)  | 76%          | (195) | 255     |
| Non-Evangelical                   | 24%      | (89)  | 76%          | (276) | 365     |
| Community: Urban                  | 22%      | (70)  | 78%          | (245) | 315     |
| Community: Suburban               | 24%      | (114) | 76%          | (361) | 475     |
| Community: Rural                  | 21%      | (55)  | 79%          | (207) | 263     |
| Employ: Private Sector            | 22%      | (65)  | 78%          | (227) | 292     |
| Employ: Government                | 21%      | (16)  | 79%          | (60)  | 76      |
| Employ: Self-Employed             | 11%      | (9)   | 89%          | (74)  | 83      |
| Employ: Homemaker                 | 14%      | (9)   | 86%          | (53)  | 62      |
| Employ: Retired                   | 26%      | (61)  | 74%          | (169) | 230     |
| Employ: Unemployed                | 25%      | (42)  | 75%          | (123) | 165     |
| Employ: Other                     | 23%      | (16)  | 77%          | (53)  | 69      |
| Military HH: Yes                  | 24%      | (36)  | 76%          | (116) | 152     |
| Military HH: No                   | 23%      | (203) | 77%          | (697) | 900     |
| RD/WT: Right Direction            | 17%      | (46)  | 83%          | (227) | 273     |
| RD/WT: Wrong Track                | 25%      | (193) | 75%          | (586) | 779     |
| Trump Job Approve                 | 18%      | (71)  | 82%          | (330) | 401     |
| Trump Job Disapprove              | 27%      | (165) | 73%          | (450) | 615     |
| Trump Job Strongly Approve        | 19%      | (43)  | 81%          | (187) | 230     |
| Trump Job Somewhat Approve        | 16%      | (28)  | 84%          | (143) | 171     |
| Trump Job Somewhat Disapprove     | 21%      | (20)  | 79%          | (75)  | 95      |
| Trump Job Strongly Disapprove     | 28%      | (144) | 72%          | (375) | 520     |

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**Table CMS7\_7NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Gives back to / is committed to improving the communities where it operates

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 23% (239) | 77% (813)    | 1052    |
| Favorable of Trump                   | 16% (62)  | 84% (321)    | 383     |
| Unfavorable of Trump                 | 28% (171) | 72% (448)    | 619     |
| Very Favorable of Trump              | 18% (39)  | 82% (182)    | 221     |
| Somewhat Favorable of Trump          | 14% (23)  | 86% (139)    | 162     |
| Somewhat Unfavorable of Trump        | 18% (18)  | 82% (79)     | 96      |
| Very Unfavorable of Trump            | 29% (154) | 71% (369)    | 523     |
| #1 Issue: Economy                    | 23% (83)  | 77% (277)    | 360     |
| #1 Issue: Security                   | 21% (26)  | 79% (97)     | 124     |
| #1 Issue: Health Care                | 24% (48)  | 76% (155)    | 203     |
| #1 Issue: Medicare / Social Security | 20% (26)  | 80% (101)    | 126     |
| #1 Issue: Women's Issues             | 26% (14)  | 74% (41)     | 55      |
| #1 Issue: Education                  | 27% (16)  | 73% (44)     | 60      |
| #1 Issue: Other                      | 21% (16)  | 79% (63)     | 79      |
| 2018 House Vote: Democrat            | 29% (110) | 71% (268)    | 377     |
| 2018 House Vote: Republican          | 19% (53)  | 81% (225)    | 278     |
| 2016 Vote: Hillary Clinton           | 28% (98)  | 72% (252)    | 351     |
| 2016 Vote: Donald Trump              | 18% (53)  | 82% (244)    | 297     |
| 2016 Vote: Other                     | 29% (21)  | 71% (50)     | 71      |
| 2016 Vote: Didn't Vote               | 20% (66)  | 80% (266)    | 332     |
| Voted in 2014: Yes                   | 24% (146) | 76% (465)    | 611     |
| Voted in 2014: No                    | 21% (93)  | 79% (348)    | 441     |
| 2012 Vote: Barack Obama              | 26% (106) | 74% (302)    | 408     |
| 2012 Vote: Mitt Romney               | 19% (41)  | 81% (174)    | 215     |
| 2012 Vote: Didn't Vote               | 21% (81)  | 79% (308)    | 389     |
| 4-Region: Northeast                  | 19% (38)  | 81% (164)    | 202     |
| 4-Region: Midwest                    | 24% (53)  | 76% (168)    | 221     |
| 4-Region: South                      | 19% (70)  | 81% (301)    | 371     |
| 4-Region: West                       | 30% (78)  | 70% (180)    | 258     |
| Frequent Flyer                       | 17% (20)  | 83% (103)    | 124     |
| International Travel                 | 20% (43)  | 80% (169)    | 212     |

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**Table CMS7\_7NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...

Gives back to / is committed to improving the communities where it operates

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 23% (239) | 77% (813)    | 1052    |
| Sports fans                           | 25% (176) | 75% (521)    | 697     |
| Heard a lot/some about new H1N1       | 20% (98)  | 80% (394)    | 492     |
| Heard not much/nothing about new H1N1 | 25% (140) | 75% (419)    | 560     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_8NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Stands for something beyond just profit

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 31%      | (311) | 69%          | (693) | 1004    |
| Gender: Male             | 28%      | (142) | 72%          | (372) | 514     |
| Gender: Female           | 35%      | (169) | 65%          | (321) | 490     |
| Age: 18-34               | 36%      | (112) | 64%          | (198) | 309     |
| Age: 35-44               | 34%      | (54)  | 66%          | (106) | 160     |
| Age: 45-64               | 27%      | (96)  | 73%          | (265) | 362     |
| Age: 65+                 | 28%      | (49)  | 72%          | (124) | 173     |
| GenZers: 1997-2012       | 33%      | (55)  | 67%          | (112) | 167     |
| Millennials: 1981-1996   | 35%      | (76)  | 65%          | (139) | 215     |
| GenXers: 1965-1980       | 29%      | (74)  | 71%          | (182) | 256     |
| Baby Boomers: 1946-1964  | 30%      | (99)  | 70%          | (230) | 329     |
| PID: Dem (no lean)       | 33%      | (125) | 67%          | (255) | 379     |
| PID: Ind (no lean)       | 35%      | (115) | 65%          | (214) | 329     |
| PID: Rep (no lean)       | 24%      | (71)  | 76%          | (224) | 295     |
| PID/Gender: Dem Men      | 27%      | (48)  | 73%          | (132) | 180     |
| PID/Gender: Dem Women    | 38%      | (77)  | 62%          | (123) | 200     |
| PID/Gender: Ind Men      | 29%      | (48)  | 71%          | (121) | 169     |
| PID/Gender: Ind Women    | 42%      | (66)  | 58%          | (94)  | 160     |
| PID/Gender: Rep Men      | 27%      | (45)  | 73%          | (120) | 165     |
| PID/Gender: Rep Women    | 20%      | (26)  | 80%          | (104) | 130     |
| Ideo: Liberal (1-3)      | 40%      | (117) | 60%          | (178) | 295     |
| Ideo: Moderate (4)       | 30%      | (71)  | 70%          | (163) | 233     |
| Ideo: Conservative (5-7) | 22%      | (73)  | 78%          | (265) | 337     |
| Educ: < College          | 32%      | (218) | 68%          | (471) | 688     |
| Educ: Bachelors degree   | 30%      | (61)  | 70%          | (140) | 201     |
| Educ: Post-grad          | 28%      | (32)  | 72%          | (82)  | 114     |
| Income: Under 50k        | 34%      | (176) | 66%          | (344) | 519     |
| Income: 50k-100k         | 30%      | (93)  | 70%          | (216) | 309     |
| Income: 100k+            | 24%      | (43)  | 76%          | (133) | 176     |
| Ethnicity: White         | 28%      | (217) | 72%          | (564) | 781     |
| Ethnicity: Hispanic      | 33%      | (52)  | 67%          | (106) | 158     |

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**Table CMS7\_8NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Stands for something beyond just profit

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 31%      | (311) | 69%          | (693) | 1004    |
| Ethnicity: Afr. Am.               | 50%      | (62)  | 50%          | (63)  | 125     |
| Ethnicity: Other                  | 32%      | (31)  | 68%          | (66)  | 98      |
| All Christian                     | 29%      | (137) | 71%          | (332) | 469     |
| All Non-Christian                 | 29%      | (21)  | 71%          | (53)  | 75      |
| Atheist                           | 26%      | (15)  | 74%          | (42)  | 57      |
| Agnostic/Nothing in particular    | 27%      | (62)  | 73%          | (169) | 231     |
| Something Else                    | 44%      | (77)  | 56%          | (96)  | 173     |
| Religious Non-Protestant/Catholic | 27%      | (24)  | 73%          | (66)  | 90      |
| Evangelical                       | 30%      | (74)  | 70%          | (172) | 247     |
| Non-Evangelical                   | 35%      | (128) | 65%          | (240) | 369     |
| Community: Urban                  | 34%      | (84)  | 66%          | (165) | 249     |
| Community: Suburban               | 30%      | (152) | 70%          | (349) | 501     |
| Community: Rural                  | 29%      | (75)  | 71%          | (179) | 254     |
| Employ: Private Sector            | 28%      | (76)  | 72%          | (193) | 269     |
| Employ: Government                | 35%      | (30)  | 65%          | (57)  | 87      |
| Employ: Self-Employed             | 39%      | (35)  | 61%          | (56)  | 91      |
| Employ: Homemaker                 | 25%      | (16)  | 75%          | (49)  | 65      |
| Employ: Retired                   | 26%      | (52)  | 74%          | (151) | 203     |
| Employ: Unemployed                | 39%      | (61)  | 61%          | (95)  | 156     |
| Employ: Other                     | 28%      | (17)  | 72%          | (43)  | 59      |
| Military HH: Yes                  | 39%      | (61)  | 61%          | (95)  | 156     |
| Military HH: No                   | 29%      | (250) | 71%          | (598) | 848     |
| RD/WT: Right Direction            | 24%      | (59)  | 76%          | (191) | 250     |
| RD/WT: Wrong Track                | 33%      | (252) | 67%          | (502) | 754     |
| Trump Job Approve                 | 25%      | (100) | 75%          | (295) | 395     |
| Trump Job Disapprove              | 36%      | (204) | 64%          | (369) | 573     |
| Trump Job Strongly Approve        | 27%      | (60)  | 73%          | (162) | 222     |
| Trump Job Somewhat Approve        | 23%      | (39)  | 77%          | (133) | 173     |
| Trump Job Somewhat Disapprove     | 34%      | (36)  | 66%          | (69)  | 106     |
| Trump Job Strongly Disapprove     | 36%      | (168) | 64%          | (300) | 467     |

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**Table CMS7\_8NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Stands for something beyond just profit

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 31%      | (311) | 69%          | (693) | 1004    |
| Favorable of Trump                   | 24%      | (91)  | 76%          | (288) | 378     |
| Unfavorable of Trump                 | 35%      | (203) | 65%          | (373) | 576     |
| Very Favorable of Trump              | 23%      | (52)  | 77%          | (172) | 224     |
| Somewhat Favorable of Trump          | 25%      | (39)  | 75%          | (116) | 155     |
| Somewhat Unfavorable of Trump        | 29%      | (26)  | 71%          | (63)  | 89      |
| Very Unfavorable of Trump            | 36%      | (177) | 64%          | (310) | 487     |
| #1 Issue: Economy                    | 33%      | (112) | 67%          | (226) | 338     |
| #1 Issue: Security                   | 18%      | (23)  | 82%          | (103) | 126     |
| #1 Issue: Health Care                | 32%      | (59)  | 68%          | (124) | 183     |
| #1 Issue: Medicare / Social Security | 28%      | (33)  | 72%          | (83)  | 116     |
| #1 Issue: Women's Issues             | 32%      | (18)  | 68%          | (37)  | 54      |
| #1 Issue: Education                  | 32%      | (21)  | 68%          | (44)  | 65      |
| #1 Issue: Other                      | 34%      | (29)  | 66%          | (56)  | 85      |
| 2018 House Vote: Democrat            | 36%      | (125) | 64%          | (227) | 353     |
| 2018 House Vote: Republican          | 22%      | (63)  | 78%          | (217) | 280     |
| 2016 Vote: Hillary Clinton           | 34%      | (108) | 66%          | (210) | 319     |
| 2016 Vote: Donald Trump              | 24%      | (71)  | 76%          | (221) | 292     |
| 2016 Vote: Other                     | 41%      | (33)  | 59%          | (48)  | 81      |
| 2016 Vote: Didn't Vote               | 31%      | (98)  | 69%          | (214) | 312     |
| Voted in 2014: Yes                   | 29%      | (167) | 71%          | (401) | 568     |
| Voted in 2014: No                    | 33%      | (144) | 67%          | (292) | 436     |
| 2012 Vote: Barack Obama              | 33%      | (115) | 67%          | (236) | 351     |
| 2012 Vote: Mitt Romney               | 22%      | (50)  | 78%          | (174) | 224     |
| 2012 Vote: Didn't Vote               | 33%      | (129) | 67%          | (265) | 394     |
| 4-Region: Northeast                  | 35%      | (60)  | 65%          | (111) | 172     |
| 4-Region: Midwest                    | 27%      | (62)  | 73%          | (168) | 230     |
| 4-Region: South                      | 33%      | (122) | 67%          | (254) | 376     |
| 4-Region: West                       | 29%      | (66)  | 71%          | (159) | 225     |
| Frequent Flyer                       | 26%      | (33)  | 74%          | (92)  | 125     |
| International Travel                 | 31%      | (64)  | 69%          | (141) | 206     |

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**Table CMS7\_8NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Stands for something beyond just profit

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 31%      | (311) | 69%          | (693) | 1004    |
| Sports fans                           | 33%      | (220) | 67%          | (454) | 675     |
| Heard a lot/some about new H1N1       | 34%      | (156) | 66%          | (304) | 460     |
| Heard not much/nothing about new H1N1 | 28%      | (155) | 72%          | (389) | 544     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_9NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Takes care of their employees and treats them well, even in tough times

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 39%      | (387) | 61%          | (603) | 990     |
| Gender: Male             | 33%      | (154) | 67%          | (316) | 470     |
| Gender: Female           | 45%      | (233) | 55%          | (287) | 520     |
| Age: 18-34               | 36%      | (112) | 64%          | (196) | 308     |
| Age: 35-44               | 35%      | (50)  | 65%          | (96)  | 146     |
| Age: 45-64               | 40%      | (142) | 60%          | (210) | 352     |
| Age: 65+                 | 45%      | (82)  | 55%          | (102) | 184     |
| GenZers: 1997-2012       | 38%      | (54)  | 62%          | (89)  | 143     |
| Millennials: 1981-1996   | 36%      | (81)  | 64%          | (142) | 223     |
| GenXers: 1965-1980       | 37%      | (97)  | 63%          | (166) | 264     |
| Baby Boomers: 1946-1964  | 42%      | (138) | 58%          | (195) | 333     |
| PID: Dem (no lean)       | 42%      | (161) | 58%          | (226) | 387     |
| PID: Ind (no lean)       | 40%      | (128) | 60%          | (189) | 317     |
| PID: Rep (no lean)       | 34%      | (98)  | 66%          | (188) | 286     |
| PID/Gender: Dem Men      | 36%      | (56)  | 64%          | (97)  | 153     |
| PID/Gender: Dem Women    | 45%      | (106) | 55%          | (129) | 234     |
| PID/Gender: Ind Men      | 36%      | (61)  | 64%          | (109) | 170     |
| PID/Gender: Ind Women    | 45%      | (66)  | 55%          | (80)  | 147     |
| PID/Gender: Rep Men      | 25%      | (37)  | 75%          | (110) | 147     |
| PID/Gender: Rep Women    | 44%      | (61)  | 56%          | (78)  | 139     |
| Ideo: Liberal (1-3)      | 41%      | (129) | 59%          | (185) | 313     |
| Ideo: Moderate (4)       | 39%      | (97)  | 61%          | (151) | 249     |
| Ideo: Conservative (5-7) | 38%      | (117) | 62%          | (195) | 312     |
| Educ: < College          | 37%      | (253) | 63%          | (436) | 689     |
| Educ: Bachelors degree   | 46%      | (84)  | 54%          | (100) | 184     |
| Educ: Post-grad          | 43%      | (50)  | 57%          | (67)  | 116     |
| Income: Under 50k        | 36%      | (194) | 64%          | (346) | 540     |
| Income: 50k-100k         | 42%      | (125) | 58%          | (173) | 298     |
| Income: 100k+            | 45%      | (68)  | 55%          | (84)  | 152     |
| Ethnicity: White         | 40%      | (303) | 60%          | (445) | 748     |
| Ethnicity: Hispanic      | 44%      | (66)  | 56%          | (83)  | 149     |

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**Table CMS7\_9NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
 Please select your top five most important considerations. The company...  
 Takes care of their employees and treats them well, even in tough times

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 39%      | (387) | 61%          | (603) | 990     |
| Ethnicity: Afr. Am.               | 34%      | (50)  | 66%          | (96)  | 145     |
| Ethnicity: Other                  | 36%      | (35)  | 64%          | (62)  | 97      |
| All Christian                     | 39%      | (174) | 61%          | (267) | 442     |
| Atheist                           | 57%      | (37)  | 43%          | (28)  | 65      |
| Agnostic/Nothing in particular    | 35%      | (87)  | 65%          | (163) | 250     |
| Something Else                    | 42%      | (78)  | 58%          | (106) | 184     |
| Religious Non-Protestant/Catholic | 28%      | (18)  | 72%          | (47)  | 65      |
| Evangelical                       | 43%      | (106) | 57%          | (139) | 245     |
| Non-Evangelical                   | 38%      | (137) | 62%          | (221) | 358     |
| Community: Urban                  | 35%      | (97)  | 65%          | (183) | 280     |
| Community: Suburban               | 38%      | (178) | 62%          | (288) | 466     |
| Community: Rural                  | 46%      | (112) | 54%          | (132) | 244     |
| Employ: Private Sector            | 37%      | (95)  | 63%          | (163) | 258     |
| Employ: Government                | 43%      | (28)  | 57%          | (38)  | 66      |
| Employ: Self-Employed             | 29%      | (27)  | 71%          | (66)  | 93      |
| Employ: Homemaker                 | 33%      | (18)  | 67%          | (36)  | 55      |
| Employ: Retired                   | 46%      | (98)  | 54%          | (113) | 210     |
| Employ: Unemployed                | 39%      | (61)  | 61%          | (96)  | 158     |
| Employ: Other                     | 31%      | (22)  | 69%          | (49)  | 71      |
| Military HH: Yes                  | 43%      | (63)  | 57%          | (83)  | 146     |
| Military HH: No                   | 38%      | (324) | 62%          | (519) | 843     |
| RD/WT: Right Direction            | 28%      | (70)  | 72%          | (179) | 249     |
| RD/WT: Wrong Track                | 43%      | (317) | 57%          | (424) | 741     |
| Trump Job Approve                 | 35%      | (134) | 65%          | (243) | 377     |
| Trump Job Disapprove              | 42%      | (243) | 58%          | (341) | 584     |
| Trump Job Strongly Approve        | 27%      | (53)  | 73%          | (143) | 196     |
| Trump Job Somewhat Approve        | 45%      | (81)  | 55%          | (100) | 181     |
| Trump Job Somewhat Disapprove     | 30%      | (34)  | 70%          | (78)  | 112     |
| Trump Job Strongly Disapprove     | 44%      | (209) | 56%          | (262) | 472     |

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**Table CMS7\_9NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Takes care of their employees and treats them well, even in tough times

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 39%      | (387) | 61%          | (603) | 990     |
| Favorable of Trump                   | 37%      | (136) | 63%          | (231) | 366     |
| Unfavorable of Trump                 | 42%      | (246) | 58%          | (333) | 579     |
| Very Favorable of Trump              | 30%      | (58)  | 70%          | (137) | 195     |
| Somewhat Favorable of Trump          | 45%      | (77)  | 55%          | (94)  | 172     |
| Somewhat Unfavorable of Trump        | 31%      | (30)  | 69%          | (69)  | 99      |
| Very Unfavorable of Trump            | 45%      | (216) | 55%          | (264) | 480     |
| #1 Issue: Economy                    | 38%      | (121) | 62%          | (199) | 320     |
| #1 Issue: Security                   | 32%      | (38)  | 68%          | (80)  | 118     |
| #1 Issue: Health Care                | 49%      | (93)  | 51%          | (98)  | 191     |
| #1 Issue: Medicare / Social Security | 35%      | (47)  | 65%          | (86)  | 134     |
| #1 Issue: Women's Issues             | 44%      | (25)  | 56%          | (31)  | 56      |
| #1 Issue: Education                  | 32%      | (21)  | 68%          | (45)  | 66      |
| #1 Issue: Other                      | 44%      | (33)  | 56%          | (43)  | 76      |
| 2018 House Vote: Democrat            | 41%      | (141) | 59%          | (203) | 344     |
| 2018 House Vote: Republican          | 38%      | (103) | 62%          | (171) | 274     |
| 2016 Vote: Hillary Clinton           | 40%      | (125) | 60%          | (191) | 316     |
| 2016 Vote: Donald Trump              | 37%      | (106) | 63%          | (177) | 283     |
| 2016 Vote: Other                     | 57%      | (36)  | 43%          | (27)  | 64      |
| 2016 Vote: Didn't Vote               | 37%      | (120) | 63%          | (208) | 327     |
| Voted in 2014: Yes                   | 41%      | (222) | 59%          | (317) | 539     |
| Voted in 2014: No                    | 37%      | (165) | 63%          | (286) | 451     |
| 2012 Vote: Barack Obama              | 45%      | (161) | 55%          | (199) | 360     |
| 2012 Vote: Mitt Romney               | 39%      | (76)  | 61%          | (118) | 194     |
| 2012 Vote: Didn't Vote               | 34%      | (134) | 66%          | (263) | 396     |
| 4-Region: Northeast                  | 45%      | (82)  | 55%          | (102) | 184     |
| 4-Region: Midwest                    | 42%      | (88)  | 58%          | (123) | 211     |
| 4-Region: South                      | 38%      | (139) | 62%          | (226) | 366     |
| 4-Region: West                       | 34%      | (78)  | 66%          | (152) | 230     |
| Frequent Flyer                       | 33%      | (42)  | 67%          | (87)  | 130     |
| International Travel                 | 36%      | (67)  | 64%          | (119) | 186     |

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**Table CMS7\_9NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company?  
Please select your top five most important considerations. The company...  
Takes care of their employees and treats them well, even in tough times

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 39% (387) | 61% (603)    | 990     |
| Sports fans                           | 38% (249) | 62% (407)    | 656     |
| Heard a lot/some about new H1N1       | 40% (181) | 60% (270)    | 452     |
| Heard not much/nothing about new H1N1 | 38% (206) | 62% (333)    | 538     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_10NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 18%      | (179) | 82%          | (833) | 1012    |
| Gender: Male             | 18%      | (89)  | 82%          | (405) | 494     |
| Gender: Female           | 17%      | (91)  | 83%          | (428) | 518     |
| Age: 18-34               | 16%      | (52)  | 84%          | (266) | 317     |
| Age: 35-44               | 16%      | (27)  | 84%          | (137) | 164     |
| Age: 45-64               | 20%      | (67)  | 80%          | (269) | 336     |
| Age: 65+                 | 17%      | (34)  | 83%          | (162) | 195     |
| GenZers: 1997-2012       | 14%      | (24)  | 86%          | (153) | 177     |
| Millennials: 1981-1996   | 19%      | (43)  | 81%          | (181) | 224     |
| GenXers: 1965-1980       | 13%      | (31)  | 87%          | (212) | 243     |
| Baby Boomers: 1946-1964  | 23%      | (76)  | 77%          | (260) | 336     |
| PID: Dem (no lean)       | 17%      | (66)  | 83%          | (334) | 401     |
| PID: Ind (no lean)       | 18%      | (58)  | 82%          | (256) | 314     |
| PID: Rep (no lean)       | 19%      | (55)  | 81%          | (242) | 298     |
| PID/Gender: Dem Men      | 17%      | (32)  | 83%          | (152) | 184     |
| PID/Gender: Dem Women    | 16%      | (34)  | 84%          | (182) | 217     |
| PID/Gender: Ind Men      | 19%      | (27)  | 81%          | (117) | 144     |
| PID/Gender: Ind Women    | 18%      | (31)  | 82%          | (139) | 170     |
| PID/Gender: Rep Men      | 18%      | (30)  | 82%          | (136) | 166     |
| PID/Gender: Rep Women    | 19%      | (25)  | 81%          | (106) | 132     |
| Ideo: Liberal (1-3)      | 18%      | (55)  | 82%          | (248) | 303     |
| Ideo: Moderate (4)       | 15%      | (40)  | 85%          | (219) | 259     |
| Ideo: Conservative (5-7) | 21%      | (69)  | 79%          | (258) | 327     |
| Educ: < College          | 15%      | (106) | 85%          | (580) | 686     |
| Educ: Bachelors degree   | 23%      | (49)  | 77%          | (162) | 211     |
| Educ: Post-grad          | 21%      | (24)  | 79%          | (91)  | 115     |
| Income: Under 50k        | 14%      | (74)  | 86%          | (473) | 548     |
| Income: 50k-100k         | 23%      | (72)  | 77%          | (238) | 310     |
| Income: 100k+            | 21%      | (33)  | 79%          | (122) | 155     |
| Ethnicity: White         | 18%      | (140) | 82%          | (649) | 789     |
| Ethnicity: Hispanic      | 19%      | (30)  | 81%          | (126) | 156     |

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**Table CMS7\_10NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 18%      | (179) | 82%          | (833) | 1012    |
| Ethnicity: Afr. Am.               | 16%      | (21)  | 84%          | (112) | 133     |
| Ethnicity: Other                  | 20%      | (18)  | 80%          | (72)  | 90      |
| All Christian                     | 20%      | (101) | 80%          | (396) | 496     |
| Atheist                           | 9%       | (6)   | 91%          | (57)  | 62      |
| Agnostic/Nothing in particular    | 15%      | (35)  | 85%          | (197) | 233     |
| Something Else                    | 19%      | (32)  | 81%          | (141) | 173     |
| Religious Non-Protestant/Catholic | 9%       | (6)   | 91%          | (61)  | 67      |
| Evangelical                       | 18%      | (47)  | 82%          | (214) | 261     |
| Non-Evangelical                   | 22%      | (85)  | 78%          | (295) | 379     |
| Community: Urban                  | 17%      | (44)  | 83%          | (221) | 265     |
| Community: Suburban               | 20%      | (94)  | 80%          | (383) | 477     |
| Community: Rural                  | 15%      | (42)  | 85%          | (229) | 270     |
| Employ: Private Sector            | 18%      | (54)  | 82%          | (242) | 296     |
| Employ: Government                | 16%      | (10)  | 84%          | (53)  | 63      |
| Employ: Self-Employed             | 20%      | (15)  | 80%          | (60)  | 75      |
| Employ: Homemaker                 | 26%      | (16)  | 74%          | (47)  | 63      |
| Employ: Retired                   | 20%      | (42)  | 80%          | (167) | 209     |
| Employ: Unemployed                | 14%      | (22)  | 86%          | (137) | 159     |
| Employ: Other                     | 18%      | (12)  | 82%          | (55)  | 67      |
| Military HH: Yes                  | 22%      | (35)  | 78%          | (128) | 163     |
| Military HH: No                   | 17%      | (144) | 83%          | (705) | 849     |
| RD/WT: Right Direction            | 18%      | (52)  | 82%          | (240) | 293     |
| RD/WT: Wrong Track                | 18%      | (127) | 82%          | (593) | 720     |
| Trump Job Approve                 | 20%      | (78)  | 80%          | (321) | 399     |
| Trump Job Disapprove              | 18%      | (100) | 82%          | (465) | 564     |
| Trump Job Strongly Approve        | 18%      | (39)  | 82%          | (177) | 215     |
| Trump Job Somewhat Approve        | 21%      | (39)  | 79%          | (144) | 183     |
| Trump Job Somewhat Disapprove     | 12%      | (12)  | 88%          | (83)  | 95      |
| Trump Job Strongly Disapprove     | 19%      | (88)  | 81%          | (382) | 470     |

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**Table CMS7\_10NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 18%      | (179) | 82%          | (833) | 1012    |
| Favorable of Trump                   | 20%      | (78)  | 80%          | (315) | 393     |
| Unfavorable of Trump                 | 18%      | (100) | 82%          | (472) | 572     |
| Very Favorable of Trump              | 16%      | (36)  | 84%          | (182) | 218     |
| Somewhat Favorable of Trump          | 24%      | (43)  | 76%          | (132) | 175     |
| Somewhat Unfavorable of Trump        | 20%      | (15)  | 80%          | (62)  | 77      |
| Very Unfavorable of Trump            | 17%      | (85)  | 83%          | (410) | 495     |
| #1 Issue: Economy                    | 20%      | (66)  | 80%          | (260) | 326     |
| #1 Issue: Security                   | 14%      | (17)  | 86%          | (104) | 121     |
| #1 Issue: Health Care                | 23%      | (44)  | 77%          | (151) | 195     |
| #1 Issue: Medicare / Social Security | 12%      | (14)  | 88%          | (106) | 119     |
| #1 Issue: Women's Issues             | 17%      | (10)  | 83%          | (46)  | 56      |
| #1 Issue: Education                  | 13%      | (8)   | 87%          | (57)  | 66      |
| #1 Issue: Energy                     | 16%      | (8)   | 84%          | (43)  | 51      |
| #1 Issue: Other                      | 16%      | (13)  | 84%          | (65)  | 78      |
| 2018 House Vote: Democrat            | 17%      | (60)  | 83%          | (294) | 354     |
| 2018 House Vote: Republican          | 20%      | (59)  | 80%          | (232) | 292     |
| 2016 Vote: Hillary Clinton           | 18%      | (57)  | 82%          | (256) | 313     |
| 2016 Vote: Donald Trump              | 18%      | (57)  | 82%          | (252) | 309     |
| 2016 Vote: Other                     | 20%      | (13)  | 80%          | (50)  | 63      |
| 2016 Vote: Didn't Vote               | 16%      | (53)  | 84%          | (275) | 328     |
| Voted in 2014: Yes                   | 19%      | (108) | 81%          | (465) | 573     |
| Voted in 2014: No                    | 16%      | (71)  | 84%          | (368) | 439     |
| 2012 Vote: Barack Obama              | 19%      | (72)  | 81%          | (299) | 370     |
| 2012 Vote: Mitt Romney               | 20%      | (45)  | 80%          | (180) | 225     |
| 2012 Vote: Didn't Vote               | 15%      | (58)  | 85%          | (336) | 394     |
| 4-Region: Northeast                  | 17%      | (30)  | 83%          | (152) | 183     |
| 4-Region: Midwest                    | 18%      | (39)  | 82%          | (175) | 214     |
| 4-Region: South                      | 19%      | (74)  | 81%          | (321) | 395     |
| 4-Region: West                       | 16%      | (36)  | 84%          | (185) | 221     |
| Frequent Flyer                       | 20%      | (26)  | 80%          | (106) | 133     |

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**Table CMS7\_10NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)*

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 18%      | (179) | 82%          | (833) | 1012    |
| International Travel                  | 19%      | (41)  | 81%          | (173) | 214     |
| Sports fans                           | 18%      | (126) | 82%          | (563) | 689     |
| Heard a lot/some about new H1N1       | 18%      | (86)  | 82%          | (392) | 479     |
| Heard not much/nothing about new H1N1 | 17%      | (93)  | 83%          | (441) | 534     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_11NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Leverages their resources and/or position of power to help others, give back and/or make a difference in society

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 14% (136) | 86% (835)    | 971     |
| Gender: Male             | 10% (47)  | 90% (420)    | 467     |
| Gender: Female           | 18% (90)  | 82% (415)    | 504     |
| Age: 18-34               | 20% (57)  | 80% (231)    | 288     |
| Age: 35-44               | 11% (16)  | 89% (122)    | 138     |
| Age: 45-64               | 12% (44)  | 88% (311)    | 355     |
| Age: 65+                 | 10% (19)  | 90% (171)    | 190     |
| GenZers: 1997-2012       | 21% (34)  | 79% (128)    | 162     |
| Millennials: 1981-1996   | 17% (34)  | 83% (162)    | 196     |
| GenXers: 1965-1980       | 12% (28)  | 88% (200)    | 227     |
| Baby Boomers: 1946-1964  | 11% (39)  | 89% (307)    | 346     |
| PID: Dem (no lean)       | 19% (73)  | 81% (309)    | 382     |
| PID: Ind (no lean)       | 13% (40)  | 87% (276)    | 316     |
| PID: Rep (no lean)       | 9% (24)   | 91% (250)    | 274     |
| PID/Gender: Dem Men      | 17% (28)  | 83% (135)    | 162     |
| PID/Gender: Dem Women    | 21% (45)  | 79% (174)    | 219     |
| PID/Gender: Ind Men      | 5% (8)    | 95% (151)    | 159     |
| PID/Gender: Ind Women    | 20% (32)  | 80% (125)    | 157     |
| PID/Gender: Rep Men      | 8% (11)   | 92% (134)    | 145     |
| PID/Gender: Rep Women    | 10% (12)  | 90% (116)    | 128     |
| Ideo: Liberal (1-3)      | 20% (53)  | 80% (218)    | 271     |
| Ideo: Moderate (4)       | 14% (35)  | 86% (217)    | 252     |
| Ideo: Conservative (5-7) | 11% (35)  | 89% (283)    | 318     |
| Educ: < College          | 14% (93)  | 86% (576)    | 669     |
| Educ: Bachelors degree   | 13% (25)  | 87% (170)    | 194     |
| Educ: Post-grad          | 17% (18)  | 83% (89)     | 107     |
| Income: Under 50k        | 12% (62)  | 88% (467)    | 529     |
| Income: 50k-100k         | 17% (50)  | 83% (241)    | 291     |
| Income: 100k+            | 16% (25)  | 84% (127)    | 151     |
| Ethnicity: White         | 13% (97)  | 87% (661)    | 758     |
| Ethnicity: Hispanic      | 14% (21)  | 86% (127)    | 149     |

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**Table CMS7\_11NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Leverages their resources and/or position of power to help others, give back and/or make a difference in society

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 14%      | (136) | 86%          | (835) | 971     |
| Ethnicity: Afr. Am.               | 18%      | (23)  | 82%          | (104) | 127     |
| Ethnicity: Other                  | 19%      | (17)  | 81%          | (70)  | 87      |
| All Christian                     | 13%      | (56)  | 87%          | (394) | 450     |
| All Non-Christian                 | 20%      | (12)  | 80%          | (46)  | 58      |
| Agnostic/Nothing in particular    | 16%      | (42)  | 84%          | (220) | 262     |
| Something Else                    | 13%      | (21)  | 87%          | (137) | 158     |
| Religious Non-Protestant/Catholic | 19%      | (12)  | 81%          | (54)  | 67      |
| Evangelical                       | 15%      | (35)  | 85%          | (197) | 231     |
| Non-Evangelical                   | 11%      | (41)  | 89%          | (320) | 361     |
| Community: Urban                  | 17%      | (41)  | 83%          | (195) | 236     |
| Community: Suburban               | 15%      | (69)  | 85%          | (402) | 471     |
| Community: Rural                  | 10%      | (27)  | 90%          | (238) | 265     |
| Employ: Private Sector            | 12%      | (29)  | 88%          | (225) | 255     |
| Employ: Government                | 11%      | (7)   | 89%          | (57)  | 64      |
| Employ: Self-Employed             | 11%      | (8)   | 89%          | (63)  | 71      |
| Employ: Retired                   | 10%      | (20)  | 90%          | (192) | 212     |
| Employ: Unemployed                | 17%      | (30)  | 83%          | (142) | 172     |
| Employ: Other                     | 14%      | (9)   | 86%          | (55)  | 64      |
| Military HH: Yes                  | 15%      | (22)  | 85%          | (125) | 146     |
| Military HH: No                   | 14%      | (115) | 86%          | (710) | 825     |
| RD/WT: Right Direction            | 7%       | (18)  | 93%          | (246) | 265     |
| RD/WT: Wrong Track                | 17%      | (118) | 83%          | (589) | 706     |
| Trump Job Approve                 | 9%       | (35)  | 91%          | (334) | 369     |
| Trump Job Disapprove              | 18%      | (99)  | 82%          | (459) | 558     |
| Trump Job Strongly Approve        | 8%       | (15)  | 92%          | (180) | 195     |
| Trump Job Somewhat Approve        | 11%      | (20)  | 89%          | (154) | 173     |
| Trump Job Somewhat Disapprove     | 14%      | (16)  | 86%          | (98)  | 114     |
| Trump Job Strongly Disapprove     | 19%      | (83)  | 81%          | (361) | 444     |
| Favorable of Trump                | 8%       | (27)  | 92%          | (321) | 348     |
| Unfavorable of Trump              | 18%      | (102) | 82%          | (469) | 571     |

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**Table CMS7\_11NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Leverages their resources and/or position of power to help others, give back and/or make a difference in society

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 14% (136) | 86% (835)    | 971     |
| Very Favorable of Trump              | 8% (17)   | 92% (187)    | 203     |
| Somewhat Favorable of Trump          | 7% (10)   | 93% (134)    | 144     |
| Somewhat Unfavorable of Trump        | 18% (18)  | 82% (83)     | 101     |
| Very Unfavorable of Trump            | 18% (84)  | 82% (386)    | 470     |
| #1 Issue: Economy                    | 11% (35)  | 89% (291)    | 326     |
| #1 Issue: Security                   | 10% (12)  | 90% (104)    | 116     |
| #1 Issue: Health Care                | 19% (35)  | 81% (147)    | 182     |
| #1 Issue: Medicare / Social Security | 9% (11)   | 91% (117)    | 128     |
| #1 Issue: Women's Issues             | 22% (11)  | 78% (40)     | 52      |
| #1 Issue: Education                  | 18% (10)  | 82% (43)     | 53      |
| #1 Issue: Other                      | 19% (16)  | 81% (68)     | 84      |
| 2018 House Vote: Democrat            | 19% (63)  | 81% (269)    | 332     |
| 2018 House Vote: Republican          | 5% (14)   | 95% (248)    | 262     |
| 2016 Vote: Hillary Clinton           | 18% (57)  | 82% (254)    | 311     |
| 2016 Vote: Donald Trump              | 5% (15)   | 95% (264)    | 279     |
| 2016 Vote: Other                     | 12% (8)   | 88% (59)     | 67      |
| 2016 Vote: Didn't Vote               | 18% (56)  | 82% (257)    | 313     |
| Voted in 2014: Yes                   | 12% (68)  | 88% (485)    | 552     |
| Voted in 2014: No                    | 16% (69)  | 84% (350)    | 419     |
| 2012 Vote: Barack Obama              | 17% (59)  | 83% (292)    | 351     |
| 2012 Vote: Mitt Romney               | 5% (12)   | 95% (216)    | 228     |
| 2012 Vote: Didn't Vote               | 17% (62)  | 83% (298)    | 360     |
| 4-Region: Northeast                  | 16% (28)  | 84% (150)    | 178     |
| 4-Region: Midwest                    | 15% (29)  | 85% (170)    | 200     |
| 4-Region: South                      | 12% (45)  | 88% (318)    | 364     |
| 4-Region: West                       | 15% (34)  | 85% (196)    | 230     |
| Frequent Flyer                       | 17% (19)  | 83% (95)     | 114     |
| International Travel                 | 17% (31)  | 83% (154)    | 185     |
| Sports fans                          | 13% (81)  | 87% (553)    | 634     |
| Heard a lot/some about new H1N1      | 14% (60)  | 86% (359)    | 419     |

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**Table CMS7\_11NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Leverages their resources and/or position of power to help others, give back and/or make a difference in society*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 14% (136) | 86% (835)    | 971     |
| Heard not much/nothing about new H1N1 | 14% (76)  | 86% (476)    | 552     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_12NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Delivers shareholder value

| Demographic              | Selected |      | Not Selected |       | Total N |
|--------------------------|----------|------|--------------|-------|---------|
| Adults                   | 5%       | (52) | 95%          | (978) | 1030    |
| Gender: Male             | 8%       | (41) | 92%          | (456) | 497     |
| Gender: Female           | 2%       | (11) | 98%          | (522) | 533     |
| Age: 18-34               | 6%       | (20) | 94%          | (289) | 309     |
| Age: 35-44               | 6%       | (11) | 94%          | (167) | 178     |
| Age: 45-64               | 4%       | (13) | 96%          | (335) | 349     |
| Age: 65+                 | 4%       | (8)  | 96%          | (187) | 194     |
| GenZers: 1997-2012       | 7%       | (12) | 93%          | (157) | 169     |
| Millennials: 1981-1996   | 6%       | (12) | 94%          | (206) | 218     |
| GenXers: 1965-1980       | 5%       | (14) | 95%          | (251) | 265     |
| Baby Boomers: 1946-1964  | 3%       | (11) | 97%          | (332) | 343     |
| PID: Dem (no lean)       | 5%       | (20) | 95%          | (354) | 374     |
| PID: Ind (no lean)       | 4%       | (15) | 96%          | (318) | 333     |
| PID: Rep (no lean)       | 5%       | (17) | 95%          | (306) | 323     |
| PID/Gender: Dem Men      | 10%      | (16) | 90%          | (151) | 167     |
| PID/Gender: Dem Women    | 2%       | (4)  | 98%          | (203) | 207     |
| PID/Gender: Ind Men      | 7%       | (12) | 93%          | (150) | 162     |
| PID/Gender: Ind Women    | 2%       | (3)  | 98%          | (168) | 171     |
| PID/Gender: Rep Men      | 7%       | (12) | 93%          | (155) | 168     |
| PID/Gender: Rep Women    | 3%       | (4)  | 97%          | (151) | 155     |
| Ideo: Liberal (1-3)      | 6%       | (17) | 94%          | (268) | 285     |
| Ideo: Moderate (4)       | 5%       | (14) | 95%          | (255) | 269     |
| Ideo: Conservative (5-7) | 6%       | (19) | 94%          | (319) | 339     |
| Educ: < College          | 4%       | (26) | 96%          | (692) | 718     |
| Educ: Bachelors degree   | 6%       | (12) | 94%          | (191) | 204     |
| Educ: Post-grad          | 12%      | (13) | 88%          | (95)  | 108     |
| Income: Under 50k        | 4%       | (24) | 96%          | (540) | 564     |
| Income: 50k-100k         | 7%       | (20) | 93%          | (279) | 299     |
| Income: 100k+            | 5%       | (8)  | 95%          | (159) | 167     |
| Ethnicity: White         | 5%       | (41) | 95%          | (782) | 823     |
| Ethnicity: Hispanic      | 2%       | (4)  | 98%          | (170) | 174     |

Continued on next page

**Table CMS7\_12NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Delivers shareholder value

| Demographic                       | Selected |      | Not Selected |       | Total N |
|-----------------------------------|----------|------|--------------|-------|---------|
| Adults                            | 5%       | (52) | 95%          | (978) | 1030    |
| Ethnicity: Afr. Am.               | 10%      | (10) | 90%          | (92)  | 102     |
| Ethnicity: Other                  | —        | (0)  | 100%         | (104) | 105     |
| All Christian                     | 4%       | (21) | 96%          | (445) | 466     |
| All Non-Christian                 | 12%      | (8)  | 88%          | (57)  | 64      |
| Atheist                           | 7%       | (4)  | 93%          | (56)  | 60      |
| Agnostic/Nothing in particular    | 4%       | (10) | 96%          | (261) | 270     |
| Something Else                    | 5%       | (9)  | 95%          | (160) | 169     |
| Religious Non-Protestant/Catholic | 10%      | (8)  | 90%          | (68)  | 75      |
| Evangelical                       | 6%       | (15) | 94%          | (235) | 251     |
| Non-Evangelical                   | 4%       | (14) | 96%          | (353) | 367     |
| Community: Urban                  | 5%       | (13) | 95%          | (268) | 281     |
| Community: Suburban               | 6%       | (27) | 94%          | (461) | 488     |
| Community: Rural                  | 4%       | (11) | 96%          | (250) | 261     |
| Employ: Private Sector            | 8%       | (21) | 92%          | (252) | 273     |
| Employ: Government                | 5%       | (3)  | 95%          | (61)  | 65      |
| Employ: Self-Employed             | 2%       | (1)  | 98%          | (80)  | 81      |
| Employ: Homemaker                 | 3%       | (2)  | 97%          | (59)  | 61      |
| Employ: Retired                   | 4%       | (8)  | 96%          | (223) | 231     |
| Employ: Unemployed                | 3%       | (4)  | 97%          | (145) | 149     |
| Employ: Other                     | 5%       | (4)  | 95%          | (70)  | 74      |
| Military HH: Yes                  | 7%       | (10) | 93%          | (138) | 148     |
| Military HH: No                   | 5%       | (42) | 95%          | (840) | 882     |
| RD/WT: Right Direction            | 7%       | (19) | 93%          | (260) | 278     |
| RD/WT: Wrong Track                | 4%       | (33) | 96%          | (719) | 751     |
| Trump Job Approve                 | 6%       | (23) | 94%          | (376) | 399     |
| Trump Job Disapprove              | 5%       | (27) | 95%          | (561) | 587     |
| Trump Job Strongly Approve        | 7%       | (16) | 93%          | (216) | 232     |
| Trump Job Somewhat Approve        | 4%       | (7)  | 96%          | (160) | 167     |
| Trump Job Somewhat Disapprove     | 9%       | (9)  | 91%          | (94)  | 103     |
| Trump Job Strongly Disapprove     | 4%       | (17) | 96%          | (467) | 484     |

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**Table CMS7\_12NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Delivers shareholder value

| Demographic                          | Selected |      | Not Selected |       | Total N |
|--------------------------------------|----------|------|--------------|-------|---------|
| Adults                               | 5%       | (52) | 95%          | (978) | 1030    |
| Favorable of Trump                   | 5%       | (20) | 95%          | (364) | 384     |
| Unfavorable of Trump                 | 5%       | (28) | 95%          | (558) | 586     |
| Very Favorable of Trump              | 7%       | (17) | 93%          | (214) | 232     |
| Somewhat Favorable of Trump          | 2%       | (3)  | 98%          | (149) | 153     |
| Somewhat Unfavorable of Trump        | 3%       | (3)  | 97%          | (89)  | 92      |
| Very Unfavorable of Trump            | 5%       | (25) | 95%          | (469) | 494     |
| #1 Issue: Economy                    | 5%       | (18) | 95%          | (311) | 328     |
| #1 Issue: Security                   | 3%       | (4)  | 97%          | (120) | 123     |
| #1 Issue: Health Care                | 3%       | (7)  | 97%          | (199) | 206     |
| #1 Issue: Medicare / Social Security | 5%       | (5)  | 95%          | (104) | 109     |
| #1 Issue: Women's Issues             | 1%       | (1)  | 99%          | (52)  | 53      |
| #1 Issue: Education                  | 9%       | (6)  | 91%          | (66)  | 72      |
| #1 Issue: Other                      | 7%       | (7)  | 93%          | (90)  | 96      |
| 2018 House Vote: Democrat            | 5%       | (16) | 95%          | (309) | 325     |
| 2018 House Vote: Republican          | 6%       | (17) | 94%          | (259) | 276     |
| 2016 Vote: Hillary Clinton           | 4%       | (11) | 96%          | (297) | 308     |
| 2016 Vote: Donald Trump              | 6%       | (18) | 94%          | (282) | 300     |
| 2016 Vote: Other                     | 6%       | (4)  | 94%          | (68)  | 73      |
| 2016 Vote: Didn't Vote               | 5%       | (18) | 95%          | (331) | 349     |
| Voted in 2014: Yes                   | 6%       | (31) | 94%          | (525) | 557     |
| Voted in 2014: No                    | 4%       | (20) | 96%          | (453) | 473     |
| 2012 Vote: Barack Obama              | 4%       | (12) | 96%          | (322) | 334     |
| 2012 Vote: Mitt Romney               | 7%       | (17) | 93%          | (211) | 228     |
| 2012 Vote: Didn't Vote               | 4%       | (18) | 96%          | (407) | 425     |
| 4-Region: Northeast                  | 7%       | (13) | 93%          | (166) | 179     |
| 4-Region: Midwest                    | 4%       | (10) | 96%          | (218) | 227     |
| 4-Region: South                      | 5%       | (19) | 95%          | (364) | 382     |
| 4-Region: West                       | 4%       | (10) | 96%          | (231) | 241     |
| Frequent Flyer                       | 7%       | (10) | 93%          | (124) | 134     |
| International Travel                 | 11%      | (20) | 89%          | (167) | 187     |

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**Table CMS7\_12NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Delivers shareholder value*

| Demographic                           | Selected |      | Not Selected |       | Total N |
|---------------------------------------|----------|------|--------------|-------|---------|
| Adults                                | 5%       | (52) | 95%          | (978) | 1030    |
| Sports fans                           | 6%       | (40) | 94%          | (642) | 682     |
| Heard a lot/some about new H1N1       | 5%       | (24) | 95%          | (425) | 449     |
| Heard not much/nothing about new H1N1 | 5%       | (27) | 95%          | (554) | 581     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_13NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has values that align with mine

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 21%      | (219) | 79%          | (814) | 1034    |
| Gender: Male             | 25%      | (123) | 75%          | (372) | 494     |
| Gender: Female           | 18%      | (97)  | 82%          | (442) | 539     |
| Age: 18-34               | 20%      | (66)  | 80%          | (265) | 331     |
| Age: 35-44               | 22%      | (38)  | 78%          | (131) | 168     |
| Age: 45-64               | 18%      | (58)  | 82%          | (269) | 327     |
| Age: 65+                 | 28%      | (58)  | 72%          | (149) | 207     |
| GenZers: 1997-2012       | 19%      | (33)  | 81%          | (141) | 175     |
| Millennials: 1981-1996   | 22%      | (54)  | 78%          | (194) | 248     |
| GenXers: 1965-1980       | 18%      | (39)  | 82%          | (180) | 219     |
| Baby Boomers: 1946-1964  | 23%      | (81)  | 77%          | (272) | 352     |
| PID: Dem (no lean)       | 23%      | (87)  | 77%          | (297) | 384     |
| PID: Ind (no lean)       | 20%      | (70)  | 80%          | (287) | 358     |
| PID: Rep (no lean)       | 21%      | (62)  | 79%          | (230) | 292     |
| PID/Gender: Dem Men      | 24%      | (38)  | 76%          | (123) | 161     |
| PID/Gender: Dem Women    | 22%      | (49)  | 78%          | (174) | 223     |
| PID/Gender: Ind Men      | 21%      | (40)  | 79%          | (146) | 186     |
| PID/Gender: Ind Women    | 18%      | (31)  | 82%          | (141) | 172     |
| PID/Gender: Rep Men      | 30%      | (45)  | 70%          | (103) | 148     |
| PID/Gender: Rep Women    | 12%      | (17)  | 88%          | (127) | 144     |
| Ideo: Liberal (1-3)      | 22%      | (64)  | 78%          | (224) | 289     |
| Ideo: Moderate (4)       | 19%      | (49)  | 81%          | (215) | 264     |
| Ideo: Conservative (5-7) | 26%      | (88)  | 74%          | (254) | 342     |
| Educ: < College          | 21%      | (155) | 79%          | (572) | 726     |
| Educ: Bachelors degree   | 19%      | (38)  | 81%          | (165) | 203     |
| Educ: Post-grad          | 25%      | (27)  | 75%          | (78)  | 104     |
| Income: Under 50k        | 21%      | (119) | 79%          | (456) | 575     |
| Income: 50k-100k         | 20%      | (62)  | 80%          | (241) | 303     |
| Income: 100k+            | 25%      | (39)  | 75%          | (117) | 156     |
| Ethnicity: White         | 22%      | (185) | 78%          | (646) | 830     |
| Ethnicity: Hispanic      | 20%      | (32)  | 80%          | (128) | 161     |

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**Table CMS7\_13NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has values that align with mine

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 21%      | (219) | 79%          | (814) | 1034    |
| Ethnicity: Afr. Am.               | 21%      | (23)  | 79%          | (84)  | 107     |
| Ethnicity: Other                  | 12%      | (12)  | 88%          | (84)  | 96      |
| All Christian                     | 23%      | (112) | 77%          | (376) | 488     |
| All Non-Christian                 | 21%      | (12)  | 79%          | (47)  | 59      |
| Atheist                           | 25%      | (13)  | 75%          | (40)  | 53      |
| Agnostic/Nothing in particular    | 17%      | (39)  | 83%          | (198) | 238     |
| Something Else                    | 22%      | (43)  | 78%          | (154) | 196     |
| Religious Non-Protestant/Catholic | 20%      | (16)  | 80%          | (63)  | 79      |
| Evangelical                       | 22%      | (63)  | 78%          | (226) | 289     |
| Non-Evangelical                   | 23%      | (86)  | 77%          | (286) | 372     |
| Community: Urban                  | 26%      | (74)  | 74%          | (214) | 288     |
| Community: Suburban               | 22%      | (109) | 78%          | (390) | 499     |
| Community: Rural                  | 15%      | (36)  | 85%          | (210) | 246     |
| Employ: Private Sector            | 20%      | (56)  | 80%          | (223) | 279     |
| Employ: Government                | 18%      | (13)  | 82%          | (59)  | 72      |
| Employ: Self-Employed             | 21%      | (18)  | 79%          | (67)  | 85      |
| Employ: Homemaker                 | 12%      | (8)   | 88%          | (60)  | 68      |
| Employ: Retired                   | 23%      | (53)  | 77%          | (177) | 229     |
| Employ: Unemployed                | 21%      | (34)  | 79%          | (124) | 158     |
| Employ: Other                     | 24%      | (15)  | 76%          | (48)  | 63      |
| Military HH: Yes                  | 28%      | (49)  | 72%          | (128) | 176     |
| Military HH: No                   | 20%      | (171) | 80%          | (687) | 857     |
| RD/WT: Right Direction            | 27%      | (71)  | 73%          | (192) | 263     |
| RD/WT: Wrong Track                | 19%      | (148) | 81%          | (622) | 771     |
| Trump Job Approve                 | 24%      | (93)  | 76%          | (297) | 390     |
| Trump Job Disapprove              | 19%      | (114) | 81%          | (485) | 599     |
| Trump Job Strongly Approve        | 27%      | (60)  | 73%          | (158) | 218     |
| Trump Job Somewhat Approve        | 19%      | (33)  | 81%          | (138) | 171     |
| Trump Job Somewhat Disapprove     | 21%      | (25)  | 79%          | (91)  | 116     |
| Trump Job Strongly Disapprove     | 18%      | (89)  | 82%          | (394) | 483     |

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**Table CMS7\_13NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has values that align with mine

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 21%      | (219) | 79%          | (814) | 1034    |
| Favorable of Trump                   | 23%      | (90)  | 77%          | (300) | 390     |
| Unfavorable of Trump                 | 20%      | (118) | 80%          | (475) | 593     |
| Very Favorable of Trump              | 25%      | (55)  | 75%          | (165) | 220     |
| Somewhat Favorable of Trump          | 20%      | (35)  | 80%          | (135) | 169     |
| Somewhat Unfavorable of Trump        | 16%      | (17)  | 84%          | (88)  | 105     |
| Very Unfavorable of Trump            | 21%      | (101) | 79%          | (387) | 488     |
| #1 Issue: Economy                    | 16%      | (54)  | 84%          | (280) | 335     |
| #1 Issue: Security                   | 25%      | (34)  | 75%          | (102) | 136     |
| #1 Issue: Health Care                | 17%      | (34)  | 83%          | (165) | 199     |
| #1 Issue: Medicare / Social Security | 27%      | (35)  | 73%          | (95)  | 130     |
| #1 Issue: Education                  | 35%      | (24)  | 65%          | (44)  | 68      |
| #1 Issue: Other                      | 26%      | (21)  | 74%          | (61)  | 83      |
| 2018 House Vote: Democrat            | 21%      | (72)  | 79%          | (270) | 342     |
| 2018 House Vote: Republican          | 22%      | (61)  | 78%          | (216) | 277     |
| 2016 Vote: Hillary Clinton           | 20%      | (63)  | 80%          | (252) | 315     |
| 2016 Vote: Donald Trump              | 25%      | (75)  | 75%          | (223) | 297     |
| 2016 Vote: Other                     | 23%      | (16)  | 77%          | (54)  | 70      |
| 2016 Vote: Didn't Vote               | 19%      | (65)  | 81%          | (285) | 351     |
| Voted in 2014: Yes                   | 22%      | (121) | 78%          | (423) | 544     |
| Voted in 2014: No                    | 20%      | (99)  | 80%          | (391) | 490     |
| 2012 Vote: Barack Obama              | 19%      | (63)  | 81%          | (275) | 339     |
| 2012 Vote: Mitt Romney               | 24%      | (53)  | 76%          | (171) | 224     |
| 2012 Vote: Didn't Vote               | 21%      | (91)  | 79%          | (335) | 426     |
| 4-Region: Northeast                  | 17%      | (30)  | 83%          | (149) | 179     |
| 4-Region: Midwest                    | 24%      | (50)  | 76%          | (155) | 206     |
| 4-Region: South                      | 22%      | (91)  | 78%          | (316) | 407     |
| 4-Region: West                       | 20%      | (48)  | 80%          | (194) | 242     |
| Frequent Flyer                       | 25%      | (29)  | 75%          | (85)  | 114     |
| International Travel                 | 25%      | (47)  | 75%          | (138) | 185     |
| Sports fans                          | 22%      | (150) | 78%          | (528) | 677     |

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**Table CMS7\_13NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Has values that align with mine

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 21% (219) | 79% (814)    | 1034    |
| Heard a lot/some about new H1N1       | 22% (101) | 78% (368)    | 468     |
| Heard not much/nothing about new H1N1 | 21% (119) | 79% (447)    | 565     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_14NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Stands for something or has a voice on an issue that is important to me

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 17% (163) | 83% (775)    | 938     |
| Gender: Male             | 19% (81)  | 81% (351)    | 432     |
| Gender: Female           | 16% (82)  | 84% (423)    | 506     |
| Age: 18-34               | 26% (74)  | 74% (215)    | 289     |
| Age: 35-44               | 18% (31)  | 82% (137)    | 168     |
| Age: 45-64               | 11% (34)  | 89% (266)    | 300     |
| Age: 65+                 | 14% (25)  | 86% (156)    | 181     |
| GenZers: 1997-2012       | 31% (47)  | 69% (105)    | 153     |
| Millennials: 1981-1996   | 18% (39)  | 82% (173)    | 212     |
| GenXers: 1965-1980       | 15% (37)  | 85% (206)    | 244     |
| Baby Boomers: 1946-1964  | 12% (37)  | 88% (266)    | 303     |
| PID: Dem (no lean)       | 24% (83)  | 76% (265)    | 348     |
| PID: Ind (no lean)       | 13% (40)  | 87% (261)    | 301     |
| PID: Rep (no lean)       | 14% (40)  | 86% (248)    | 288     |
| PID/Gender: Dem Men      | 27% (37)  | 73% (99)     | 137     |
| PID/Gender: Dem Women    | 21% (45)  | 79% (166)    | 212     |
| PID/Gender: Ind Men      | 11% (18)  | 89% (143)    | 161     |
| PID/Gender: Ind Women    | 16% (22)  | 84% (118)    | 140     |
| PID/Gender: Rep Men      | 19% (26)  | 81% (109)    | 135     |
| PID/Gender: Rep Women    | 9% (15)   | 91% (139)    | 154     |
| Ideo: Liberal (1-3)      | 24% (64)  | 76% (199)    | 263     |
| Ideo: Moderate (4)       | 16% (39)  | 84% (202)    | 241     |
| Ideo: Conservative (5-7) | 15% (47)  | 85% (265)    | 311     |
| Educ: < College          | 17% (113) | 83% (544)    | 658     |
| Educ: Bachelors degree   | 14% (24)  | 86% (149)    | 173     |
| Educ: Post-grad          | 24% (26)  | 76% (82)     | 108     |
| Income: Under 50k        | 17% (88)  | 83% (420)    | 508     |
| Income: 50k-100k         | 17% (49)  | 83% (233)    | 282     |
| Income: 100k+            | 18% (27)  | 82% (122)    | 149     |
| Ethnicity: White         | 17% (127) | 83% (610)    | 737     |
| Ethnicity: Hispanic      | 15% (24)  | 85% (139)    | 163     |

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**Table CMS7\_14NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Stands for something or has a voice on an issue that is important to me

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 17%      | (163) | 83%          | (775) | 938     |
| Ethnicity: Afr. Am.               | 17%      | (20)  | 83%          | (93)  | 112     |
| Ethnicity: Other                  | 19%      | (17)  | 81%          | (72)  | 88      |
| All Christian                     | 16%      | (74)  | 84%          | (379) | 453     |
| Atheist                           | 29%      | (18)  | 71%          | (44)  | 63      |
| Agnostic/Nothing in particular    | 16%      | (36)  | 84%          | (181) | 217     |
| Something Else                    | 16%      | (25)  | 84%          | (134) | 159     |
| Religious Non-Protestant/Catholic | 17%      | (11)  | 83%          | (54)  | 65      |
| Evangelical                       | 17%      | (37)  | 83%          | (184) | 221     |
| Non-Evangelical                   | 16%      | (59)  | 84%          | (306) | 365     |
| Community: Urban                  | 21%      | (53)  | 79%          | (202) | 255     |
| Community: Suburban               | 17%      | (72)  | 83%          | (354) | 426     |
| Community: Rural                  | 15%      | (39)  | 85%          | (218) | 257     |
| Employ: Private Sector            | 16%      | (41)  | 84%          | (213) | 254     |
| Employ: Government                | 19%      | (13)  | 81%          | (54)  | 67      |
| Employ: Self-Employed             | 9%       | (7)   | 91%          | (70)  | 76      |
| Employ: Homemaker                 | 18%      | (11)  | 82%          | (50)  | 62      |
| Employ: Retired                   | 13%      | (25)  | 87%          | (177) | 203     |
| Employ: Unemployed                | 21%      | (27)  | 79%          | (105) | 133     |
| Employ: Other                     | 17%      | (11)  | 83%          | (52)  | 63      |
| Military HH: Yes                  | 18%      | (26)  | 82%          | (117) | 143     |
| Military HH: No                   | 17%      | (138) | 83%          | (657) | 795     |
| RD/WT: Right Direction            | 15%      | (37)  | 85%          | (207) | 244     |
| RD/WT: Wrong Track                | 18%      | (126) | 82%          | (568) | 694     |
| Trump Job Approve                 | 14%      | (52)  | 86%          | (313) | 366     |
| Trump Job Disapprove              | 20%      | (110) | 80%          | (428) | 538     |
| Trump Job Strongly Approve        | 17%      | (33)  | 83%          | (165) | 197     |
| Trump Job Somewhat Approve        | 12%      | (20)  | 88%          | (148) | 168     |
| Trump Job Somewhat Disapprove     | 8%       | (7)   | 92%          | (86)  | 93      |
| Trump Job Strongly Disapprove     | 23%      | (103) | 77%          | (343) | 445     |

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**Table CMS7\_14NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Stands for something or has a voice on an issue that is important to me

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 17%      | (163) | 83%          | (775) | 938     |
| Favorable of Trump                   | 14%      | (49)  | 86%          | (310) | 359     |
| Unfavorable of Trump                 | 20%      | (111) | 80%          | (437) | 547     |
| Very Favorable of Trump              | 18%      | (36)  | 82%          | (169) | 206     |
| Somewhat Favorable of Trump          | 8%       | (13)  | 92%          | (140) | 153     |
| Somewhat Unfavorable of Trump        | 5%       | (5)   | 95%          | (84)  | 89      |
| Very Unfavorable of Trump            | 23%      | (106) | 77%          | (353) | 458     |
| #1 Issue: Economy                    | 13%      | (43)  | 87%          | (281) | 324     |
| #1 Issue: Security                   | 14%      | (17)  | 86%          | (103) | 120     |
| #1 Issue: Health Care                | 16%      | (30)  | 84%          | (154) | 183     |
| #1 Issue: Medicare / Social Security | 14%      | (16)  | 86%          | (99)  | 115     |
| #1 Issue: Education                  | 29%      | (17)  | 71%          | (41)  | 58      |
| #1 Issue: Other                      | 29%      | (19)  | 71%          | (46)  | 65      |
| 2018 House Vote: Democrat            | 20%      | (63)  | 80%          | (253) | 317     |
| 2018 House Vote: Republican          | 11%      | (30)  | 89%          | (233) | 263     |
| 2016 Vote: Hillary Clinton           | 20%      | (57)  | 80%          | (232) | 288     |
| 2016 Vote: Donald Trump              | 13%      | (38)  | 87%          | (246) | 284     |
| 2016 Vote: Other                     | 7%       | (4)   | 93%          | (56)  | 60      |
| 2016 Vote: Didn't Vote               | 21%      | (65)  | 79%          | (241) | 306     |
| Voted in 2014: Yes                   | 14%      | (74)  | 86%          | (468) | 542     |
| Voted in 2014: No                    | 23%      | (89)  | 77%          | (307) | 396     |
| 2012 Vote: Barack Obama              | 13%      | (48)  | 87%          | (306) | 354     |
| 2012 Vote: Mitt Romney               | 13%      | (27)  | 87%          | (182) | 209     |
| 2012 Vote: Didn't Vote               | 25%      | (83)  | 75%          | (254) | 338     |
| 4-Region: Northeast                  | 13%      | (23)  | 87%          | (148) | 171     |
| 4-Region: Midwest                    | 16%      | (34)  | 84%          | (181) | 214     |
| 4-Region: South                      | 15%      | (55)  | 85%          | (303) | 358     |
| 4-Region: West                       | 26%      | (51)  | 74%          | (143) | 194     |
| Frequent Flyer                       | 28%      | (33)  | 72%          | (87)  | 120     |
| International Travel                 | 24%      | (42)  | 76%          | (136) | 178     |
| Sports fans                          | 18%      | (113) | 82%          | (505) | 618     |

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**Table CMS7\_14NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Stands for something or has a voice on an issue that is important to me*

| <b>Demographic</b>                    | <b>Selected</b> | <b>Not Selected</b> | <b>Total N</b> |
|---------------------------------------|-----------------|---------------------|----------------|
| Adults                                | 17% (163)       | 83% (775)           | 938            |
| Heard a lot/some about new H1N1       | 19% (80)        | 81% (335)           | 415            |
| Heard not much/nothing about new H1N1 | 16% (84)        | 84% (439)           | 523            |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_15NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is committed to diversity and inclusion

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 20%      | (206) | 80%          | (805) | 1012    |
| Gender: Male             | 18%      | (87)  | 82%          | (397) | 484     |
| Gender: Female           | 23%      | (119) | 77%          | (409) | 528     |
| Age: 18-34               | 27%      | (84)  | 73%          | (225) | 309     |
| Age: 35-44               | 17%      | (29)  | 83%          | (144) | 173     |
| Age: 45-64               | 19%      | (62)  | 81%          | (265) | 327     |
| Age: 65+                 | 15%      | (31)  | 85%          | (171) | 202     |
| GenZers: 1997-2012       | 28%      | (47)  | 72%          | (120) | 168     |
| Millennials: 1981-1996   | 23%      | (52)  | 77%          | (176) | 228     |
| GenXers: 1965-1980       | 16%      | (40)  | 84%          | (205) | 245     |
| Baby Boomers: 1946-1964  | 19%      | (64)  | 81%          | (268) | 333     |
| PID: Dem (no lean)       | 31%      | (114) | 69%          | (252) | 366     |
| PID: Ind (no lean)       | 19%      | (62)  | 81%          | (269) | 331     |
| PID: Rep (no lean)       | 10%      | (30)  | 90%          | (285) | 315     |
| PID/Gender: Dem Men      | 28%      | (45)  | 72%          | (113) | 158     |
| PID/Gender: Dem Women    | 33%      | (69)  | 67%          | (138) | 207     |
| PID/Gender: Ind Men      | 14%      | (22)  | 86%          | (143) | 165     |
| PID/Gender: Ind Women    | 24%      | (40)  | 76%          | (126) | 166     |
| PID/Gender: Rep Men      | 12%      | (20)  | 88%          | (141) | 160     |
| PID/Gender: Rep Women    | 7%       | (10)  | 93%          | (144) | 155     |
| Ideo: Liberal (1-3)      | 34%      | (99)  | 66%          | (196) | 295     |
| Ideo: Moderate (4)       | 20%      | (52)  | 80%          | (212) | 264     |
| Ideo: Conservative (5-7) | 12%      | (41)  | 88%          | (306) | 347     |
| Educ: < College          | 19%      | (134) | 81%          | (565) | 700     |
| Educ: Bachelors degree   | 25%      | (51)  | 75%          | (154) | 205     |
| Educ: Post-grad          | 19%      | (20)  | 81%          | (86)  | 106     |
| Income: Under 50k        | 19%      | (102) | 81%          | (427) | 529     |
| Income: 50k-100k         | 24%      | (74)  | 76%          | (236) | 310     |
| Income: 100k+            | 17%      | (30)  | 83%          | (142) | 172     |
| Ethnicity: White         | 19%      | (150) | 81%          | (645) | 794     |
| Ethnicity: Hispanic      | 23%      | (40)  | 77%          | (133) | 173     |

Continued on next page

**Table CMS7\_15NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Is committed to diversity and inclusion

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 20%      | (206) | 80%          | (805) | 1012    |
| Ethnicity: Afr. Am.               | 27%      | (29)  | 73%          | (79)  | 108     |
| Ethnicity: Other                  | 25%      | (28)  | 75%          | (82)  | 109     |
| All Christian                     | 17%      | (80)  | 83%          | (401) | 481     |
| All Non-Christian                 | 34%      | (17)  | 66%          | (33)  | 50      |
| Atheist                           | 38%      | (24)  | 62%          | (40)  | 65      |
| Agnostic/Nothing in particular    | 21%      | (51)  | 79%          | (192) | 243     |
| Something Else                    | 19%      | (34)  | 81%          | (139) | 173     |
| Religious Non-Protestant/Catholic | 28%      | (19)  | 72%          | (51)  | 70      |
| Evangelical                       | 16%      | (40)  | 84%          | (217) | 257     |
| Non-Evangelical                   | 19%      | (71)  | 81%          | (295) | 366     |
| Community: Urban                  | 28%      | (81)  | 72%          | (208) | 289     |
| Community: Suburban               | 18%      | (84)  | 82%          | (394) | 478     |
| Community: Rural                  | 17%      | (41)  | 83%          | (204) | 245     |
| Employ: Private Sector            | 20%      | (58)  | 80%          | (226) | 284     |
| Employ: Government                | 16%      | (12)  | 84%          | (65)  | 77      |
| Employ: Self-Employed             | 25%      | (20)  | 75%          | (61)  | 81      |
| Employ: Homemaker                 | 7%       | (6)   | 93%          | (68)  | 74      |
| Employ: Retired                   | 17%      | (36)  | 83%          | (182) | 218     |
| Employ: Unemployed                | 25%      | (38)  | 75%          | (116) | 153     |
| Employ: Other                     | 24%      | (12)  | 76%          | (39)  | 51      |
| Military HH: Yes                  | 12%      | (19)  | 88%          | (140) | 159     |
| Military HH: No                   | 22%      | (187) | 78%          | (665) | 852     |
| RD/WT: Right Direction            | 13%      | (35)  | 87%          | (227) | 262     |
| RD/WT: Wrong Track                | 23%      | (171) | 77%          | (579) | 750     |
| Trump Job Approve                 | 10%      | (38)  | 90%          | (338) | 376     |
| Trump Job Disapprove              | 28%      | (167) | 72%          | (427) | 594     |
| Trump Job Strongly Approve        | 8%       | (17)  | 92%          | (194) | 211     |
| Trump Job Somewhat Approve        | 12%      | (20)  | 88%          | (144) | 164     |
| Trump Job Somewhat Disapprove     | 15%      | (17)  | 85%          | (95)  | 112     |
| Trump Job Strongly Disapprove     | 31%      | (150) | 69%          | (332) | 482     |

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**Table CMS7\_15NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is committed to diversity and inclusion

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 20%      | (206) | 80%          | (805) | 1012    |
| Favorable of Trump                   | 9%       | (31)  | 91%          | (331) | 362     |
| Unfavorable of Trump                 | 28%      | (170) | 72%          | (434) | 604     |
| Very Favorable of Trump              | 7%       | (16)  | 93%          | (197) | 213     |
| Somewhat Favorable of Trump          | 10%      | (15)  | 90%          | (134) | 149     |
| Somewhat Unfavorable of Trump        | 12%      | (11)  | 88%          | (81)  | 92      |
| Very Unfavorable of Trump            | 31%      | (159) | 69%          | (353) | 512     |
| #1 Issue: Economy                    | 17%      | (54)  | 83%          | (274) | 328     |
| #1 Issue: Security                   | 6%       | (8)   | 94%          | (117) | 125     |
| #1 Issue: Health Care                | 30%      | (63)  | 70%          | (143) | 206     |
| #1 Issue: Medicare / Social Security | 20%      | (24)  | 80%          | (97)  | 122     |
| #1 Issue: Women's Issues             | 32%      | (18)  | 68%          | (38)  | 55      |
| #1 Issue: Education                  | 17%      | (9)   | 83%          | (44)  | 53      |
| #1 Issue: Other                      | 26%      | (20)  | 74%          | (58)  | 78      |
| 2018 House Vote: Democrat            | 30%      | (102) | 70%          | (237) | 339     |
| 2018 House Vote: Republican          | 9%       | (28)  | 91%          | (268) | 296     |
| 2016 Vote: Hillary Clinton           | 31%      | (91)  | 69%          | (207) | 299     |
| 2016 Vote: Donald Trump              | 8%       | (26)  | 92%          | (279) | 305     |
| 2016 Vote: Other                     | 15%      | (12)  | 85%          | (64)  | 76      |
| 2016 Vote: Didn't Vote               | 23%      | (77)  | 77%          | (255) | 332     |
| Voted in 2014: Yes                   | 19%      | (108) | 81%          | (466) | 574     |
| Voted in 2014: No                    | 22%      | (98)  | 78%          | (340) | 437     |
| 2012 Vote: Barack Obama              | 26%      | (89)  | 74%          | (248) | 337     |
| 2012 Vote: Mitt Romney               | 10%      | (23)  | 90%          | (214) | 237     |
| 2012 Vote: Didn't Vote               | 23%      | (88)  | 77%          | (303) | 391     |
| 4-Region: Northeast                  | 19%      | (34)  | 81%          | (143) | 177     |
| 4-Region: Midwest                    | 20%      | (39)  | 80%          | (157) | 196     |
| 4-Region: South                      | 15%      | (57)  | 85%          | (321) | 378     |
| 4-Region: West                       | 29%      | (76)  | 71%          | (184) | 260     |
| Frequent Flyer                       | 26%      | (34)  | 74%          | (98)  | 131     |
| International Travel                 | 20%      | (39)  | 80%          | (160) | 200     |

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**Table CMS7\_15NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Is committed to diversity and inclusion*

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 20%      | (206) | 80%          | (805) | 1012    |
| Sports fans                           | 22%      | (148) | 78%          | (526) | 673     |
| Heard a lot/some about new H1N1       | 23%      | (107) | 77%          | (356) | 463     |
| Heard not much/nothing about new H1N1 | 18%      | (99)  | 82%          | (449) | 548     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_16NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Makes me feel appreciated as a customer

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 35%      | (356) | 65%          | (648) | 1003    |
| Gender: Male             | 37%      | (189) | 63%          | (316) | 505     |
| Gender: Female           | 33%      | (166) | 67%          | (332) | 498     |
| Age: 18-34               | 38%      | (114) | 62%          | (184) | 298     |
| Age: 35-44               | 35%      | (57)  | 65%          | (104) | 161     |
| Age: 45-64               | 34%      | (115) | 66%          | (225) | 341     |
| Age: 65+                 | 34%      | (70)  | 66%          | (134) | 204     |
| GenZers: 1997-2012       | 35%      | (49)  | 65%          | (93)  | 143     |
| Millennials: 1981-1996   | 37%      | (86)  | 63%          | (148) | 234     |
| GenXers: 1965-1980       | 36%      | (88)  | 64%          | (159) | 246     |
| Baby Boomers: 1946-1964  | 35%      | (122) | 65%          | (228) | 350     |
| PID: Dem (no lean)       | 35%      | (134) | 65%          | (248) | 383     |
| PID: Ind (no lean)       | 33%      | (98)  | 67%          | (198) | 297     |
| PID: Rep (no lean)       | 38%      | (123) | 62%          | (201) | 324     |
| PID/Gender: Dem Men      | 36%      | (60)  | 64%          | (107) | 167     |
| PID/Gender: Dem Women    | 34%      | (74)  | 66%          | (141) | 215     |
| PID/Gender: Ind Men      | 36%      | (60)  | 64%          | (105) | 165     |
| PID/Gender: Ind Women    | 29%      | (39)  | 71%          | (93)  | 132     |
| PID/Gender: Rep Men      | 40%      | (70)  | 60%          | (104) | 173     |
| PID/Gender: Rep Women    | 35%      | (53)  | 65%          | (98)  | 151     |
| Ideo: Liberal (1-3)      | 35%      | (101) | 65%          | (188) | 289     |
| Ideo: Moderate (4)       | 38%      | (95)  | 62%          | (158) | 253     |
| Ideo: Conservative (5-7) | 35%      | (126) | 65%          | (234) | 360     |
| Educ: < College          | 36%      | (245) | 64%          | (427) | 673     |
| Educ: Bachelors degree   | 34%      | (75)  | 66%          | (149) | 224     |
| Educ: Post-grad          | 33%      | (36)  | 67%          | (72)  | 107     |
| Income: Under 50k        | 36%      | (193) | 64%          | (338) | 531     |
| Income: 50k-100k         | 34%      | (110) | 66%          | (210) | 320     |
| Income: 100k+            | 35%      | (53)  | 65%          | (100) | 153     |
| Ethnicity: White         | 35%      | (284) | 65%          | (524) | 808     |
| Ethnicity: Hispanic      | 32%      | (45)  | 68%          | (97)  | 142     |

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**Table CMS7\_16NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Makes me feel appreciated as a customer

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 35%      | (356) | 65%          | (648) | 1003    |
| Ethnicity: Afr. Am.               | 39%      | (44)  | 61%          | (71)  | 115     |
| Ethnicity: Other                  | 34%      | (27)  | 66%          | (53)  | 80      |
| All Christian                     | 32%      | (149) | 68%          | (311) | 460     |
| All Non-Christian                 | 26%      | (14)  | 74%          | (42)  | 56      |
| Atheist                           | 23%      | (15)  | 77%          | (49)  | 64      |
| Agnostic/Nothing in particular    | 42%      | (97)  | 58%          | (135) | 232     |
| Something Else                    | 42%      | (80)  | 58%          | (111) | 192     |
| Religious Non-Protestant/Catholic | 25%      | (18)  | 75%          | (55)  | 73      |
| Evangelical                       | 38%      | (96)  | 62%          | (155) | 251     |
| Non-Evangelical                   | 34%      | (128) | 66%          | (249) | 377     |
| Community: Urban                  | 37%      | (102) | 63%          | (171) | 273     |
| Community: Suburban               | 37%      | (174) | 63%          | (296) | 469     |
| Community: Rural                  | 31%      | (80)  | 69%          | (181) | 261     |
| Employ: Private Sector            | 36%      | (110) | 64%          | (198) | 309     |
| Employ: Government                | 38%      | (28)  | 62%          | (47)  | 75      |
| Employ: Self-Employed             | 38%      | (30)  | 62%          | (50)  | 81      |
| Employ: Homemaker                 | 33%      | (20)  | 67%          | (41)  | 61      |
| Employ: Retired                   | 38%      | (84)  | 62%          | (136) | 221     |
| Employ: Unemployed                | 33%      | (47)  | 67%          | (93)  | 139     |
| Employ: Other                     | 29%      | (18)  | 71%          | (44)  | 62      |
| Military HH: Yes                  | 31%      | (42)  | 69%          | (93)  | 136     |
| Military HH: No                   | 36%      | (313) | 64%          | (554) | 868     |
| RD/WT: Right Direction            | 35%      | (87)  | 65%          | (163) | 250     |
| RD/WT: Wrong Track                | 36%      | (268) | 64%          | (485) | 754     |
| Trump Job Approve                 | 35%      | (129) | 65%          | (238) | 367     |
| Trump Job Disapprove              | 36%      | (215) | 64%          | (382) | 597     |
| Trump Job Strongly Approve        | 38%      | (74)  | 62%          | (123) | 198     |
| Trump Job Somewhat Approve        | 33%      | (55)  | 67%          | (114) | 169     |
| Trump Job Somewhat Disapprove     | 39%      | (47)  | 61%          | (72)  | 119     |
| Trump Job Strongly Disapprove     | 35%      | (168) | 65%          | (310) | 478     |

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**Table CMS7\_16NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Makes me feel appreciated as a customer

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 35%      | (356) | 65%          | (648) | 1003    |
| Favorable of Trump                   | 35%      | (124) | 65%          | (234) | 358     |
| Unfavorable of Trump                 | 38%      | (229) | 62%          | (370) | 599     |
| Very Favorable of Trump              | 37%      | (72)  | 63%          | (125) | 197     |
| Somewhat Favorable of Trump          | 32%      | (52)  | 68%          | (109) | 161     |
| Somewhat Unfavorable of Trump        | 46%      | (51)  | 54%          | (60)  | 111     |
| Very Unfavorable of Trump            | 36%      | (178) | 64%          | (310) | 488     |
| #1 Issue: Economy                    | 36%      | (119) | 64%          | (211) | 329     |
| #1 Issue: Security                   | 45%      | (53)  | 55%          | (64)  | 117     |
| #1 Issue: Health Care                | 34%      | (65)  | 66%          | (123) | 187     |
| #1 Issue: Medicare / Social Security | 35%      | (48)  | 65%          | (88)  | 136     |
| #1 Issue: Women's Issues             | 22%      | (13)  | 78%          | (45)  | 58      |
| #1 Issue: Education                  | 30%      | (16)  | 70%          | (37)  | 53      |
| #1 Issue: Other                      | 41%      | (32)  | 59%          | (45)  | 77      |
| 2018 House Vote: Democrat            | 34%      | (124) | 66%          | (239) | 363     |
| 2018 House Vote: Republican          | 34%      | (92)  | 66%          | (182) | 273     |
| 2016 Vote: Hillary Clinton           | 36%      | (116) | 64%          | (209) | 325     |
| 2016 Vote: Donald Trump              | 38%      | (114) | 62%          | (187) | 302     |
| 2016 Vote: Other                     | 33%      | (24)  | 67%          | (49)  | 74      |
| 2016 Vote: Didn't Vote               | 33%      | (101) | 67%          | (202) | 303     |
| Voted in 2014: Yes                   | 36%      | (205) | 64%          | (370) | 574     |
| Voted in 2014: No                    | 35%      | (151) | 65%          | (278) | 429     |
| 2012 Vote: Barack Obama              | 34%      | (124) | 66%          | (235) | 359     |
| 2012 Vote: Mitt Romney               | 34%      | (81)  | 66%          | (155) | 236     |
| 2012 Vote: Didn't Vote               | 35%      | (130) | 65%          | (239) | 369     |
| 4-Region: Northeast                  | 35%      | (63)  | 65%          | (116) | 179     |
| 4-Region: Midwest                    | 40%      | (84)  | 60%          | (129) | 213     |
| 4-Region: South                      | 37%      | (137) | 63%          | (228) | 365     |
| 4-Region: West                       | 29%      | (71)  | 71%          | (175) | 246     |
| Frequent Flyer                       | 37%      | (41)  | 63%          | (68)  | 110     |
| International Travel                 | 30%      | (53)  | 70%          | (124) | 177     |

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**Table CMS7\_16NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Makes me feel appreciated as a customer*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 35% (356) | 65% (648)    | 1003    |
| Sports fans                           | 34% (228) | 66% (439)    | 667     |
| Heard a lot/some about new H1N1       | 36% (163) | 64% (288)    | 451     |
| Heard not much/nothing about new H1N1 | 35% (192) | 65% (360)    | 552     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_17NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Cares about their customers' wants and needs

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 42% (446) | 58% (606)    | 1051    |
| Gender: Male             | 41% (205) | 59% (291)    | 496     |
| Gender: Female           | 43% (240) | 57% (315)    | 555     |
| Age: 18-34               | 44% (131) | 56% (168)    | 299     |
| Age: 35-44               | 41% (72)  | 59% (104)    | 176     |
| Age: 45-64               | 40% (143) | 60% (213)    | 356     |
| Age: 65+                 | 45% (99)  | 55% (121)    | 220     |
| GenZers: 1997-2012       | 45% (57)  | 55% (70)     | 127     |
| Millennials: 1981-1996   | 37% (92)  | 63% (156)    | 247     |
| GenXers: 1965-1980       | 46% (122) | 54% (144)    | 266     |
| Baby Boomers: 1946-1964  | 43% (160) | 57% (214)    | 374     |
| PID: Dem (no lean)       | 44% (162) | 56% (207)    | 369     |
| PID: Ind (no lean)       | 41% (141) | 59% (202)    | 342     |
| PID: Rep (no lean)       | 42% (143) | 58% (197)    | 340     |
| PID/Gender: Dem Men      | 44% (72)  | 56% (90)     | 162     |
| PID/Gender: Dem Women    | 44% (90)  | 56% (116)    | 207     |
| PID/Gender: Ind Men      | 36% (61)  | 64% (110)    | 171     |
| PID/Gender: Ind Women    | 47% (80)  | 53% (92)     | 171     |
| PID/Gender: Rep Men      | 45% (73)  | 55% (90)     | 163     |
| PID/Gender: Rep Women    | 40% (70)  | 60% (107)    | 177     |
| Ideo: Liberal (1-3)      | 40% (123) | 60% (189)    | 312     |
| Ideo: Moderate (4)       | 43% (118) | 57% (157)    | 276     |
| Ideo: Conservative (5-7) | 43% (156) | 57% (207)    | 363     |
| Educ: < College          | 45% (320) | 55% (394)    | 714     |
| Educ: Bachelors degree   | 39% (87)  | 61% (134)    | 221     |
| Educ: Post-grad          | 33% (38)  | 67% (78)     | 117     |
| Income: Under 50k        | 43% (241) | 57% (321)    | 562     |
| Income: 50k-100k         | 43% (136) | 57% (179)    | 315     |
| Income: 100k+            | 39% (69)  | 61% (106)    | 174     |
| Ethnicity: White         | 41% (336) | 59% (491)    | 827     |
| Ethnicity: Hispanic      | 34% (58)  | 66% (112)    | 170     |

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**Table CMS7\_17NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Cares about their customers' wants and needs

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 42%      | (446) | 58%          | (606) | 1051    |
| Ethnicity: Afr. Am.               | 51%      | (67)  | 49%          | (65)  | 132     |
| Ethnicity: Other                  | 46%      | (42)  | 54%          | (49)  | 91      |
| All Christian                     | 42%      | (208) | 58%          | (291) | 499     |
| Atheist                           | 45%      | (27)  | 55%          | (33)  | 60      |
| Agnostic/Nothing in particular    | 49%      | (122) | 51%          | (127) | 248     |
| Something Else                    | 37%      | (73)  | 63%          | (123) | 196     |
| Religious Non-Protestant/Catholic | 35%      | (23)  | 65%          | (44)  | 68      |
| Evangelical                       | 39%      | (107) | 61%          | (165) | 273     |
| Non-Evangelical                   | 42%      | (166) | 58%          | (234) | 400     |
| Community: Urban                  | 41%      | (111) | 59%          | (161) | 272     |
| Community: Suburban               | 43%      | (226) | 57%          | (300) | 526     |
| Community: Rural                  | 43%      | (108) | 57%          | (145) | 253     |
| Employ: Private Sector            | 43%      | (128) | 57%          | (171) | 299     |
| Employ: Government                | 33%      | (28)  | 67%          | (58)  | 87      |
| Employ: Self-Employed             | 48%      | (35)  | 52%          | (38)  | 73      |
| Employ: Homemaker                 | 45%      | (32)  | 55%          | (39)  | 71      |
| Employ: Retired                   | 41%      | (100) | 59%          | (145) | 246     |
| Employ: Unemployed                | 44%      | (65)  | 56%          | (84)  | 149     |
| Employ: Other                     | 51%      | (33)  | 49%          | (31)  | 64      |
| Military HH: Yes                  | 40%      | (67)  | 60%          | (100) | 167     |
| Military HH: No                   | 43%      | (379) | 57%          | (506) | 884     |
| RD/WT: Right Direction            | 42%      | (120) | 58%          | (163) | 283     |
| RD/WT: Wrong Track                | 42%      | (326) | 58%          | (443) | 769     |
| Trump Job Approve                 | 45%      | (189) | 55%          | (229) | 418     |
| Trump Job Disapprove              | 40%      | (239) | 60%          | (355) | 594     |
| Trump Job Strongly Approve        | 42%      | (95)  | 58%          | (129) | 223     |
| Trump Job Somewhat Approve        | 49%      | (95)  | 51%          | (100) | 195     |
| Trump Job Somewhat Disapprove     | 36%      | (36)  | 64%          | (63)  | 99      |
| Trump Job Strongly Disapprove     | 41%      | (204) | 59%          | (292) | 495     |

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**Table CMS7\_17NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Cares about their customers' wants and needs

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 42% (446) | 58% (606)    | 1051    |
| Favorable of Trump                   | 45% (182) | 55% (219)    | 401     |
| Unfavorable of Trump                 | 41% (253) | 59% (359)    | 612     |
| Very Favorable of Trump              | 40% (90)  | 60% (136)    | 227     |
| Somewhat Favorable of Trump          | 52% (92)  | 48% (83)     | 175     |
| Somewhat Unfavorable of Trump        | 39% (36)  | 61% (57)     | 93      |
| Very Unfavorable of Trump            | 42% (216) | 58% (302)    | 519     |
| #1 Issue: Economy                    | 48% (164) | 52% (175)    | 339     |
| #1 Issue: Security                   | 49% (66)  | 51% (68)     | 135     |
| #1 Issue: Health Care                | 35% (64)  | 65% (117)    | 181     |
| #1 Issue: Medicare / Social Security | 37% (53)  | 63% (89)     | 142     |
| #1 Issue: Women's Issues             | 46% (27)  | 54% (31)     | 58      |
| #1 Issue: Education                  | 37% (23)  | 63% (40)     | 63      |
| #1 Issue: Other                      | 40% (36)  | 60% (54)     | 90      |
| 2018 House Vote: Democrat            | 43% (160) | 57% (207)    | 367     |
| 2018 House Vote: Republican          | 40% (126) | 60% (190)    | 316     |
| 2016 Vote: Hillary Clinton           | 42% (143) | 58% (196)    | 339     |
| 2016 Vote: Donald Trump              | 44% (145) | 56% (184)    | 329     |
| 2016 Vote: Other                     | 39% (35)  | 61% (54)     | 89      |
| 2016 Vote: Didn't Vote               | 42% (122) | 58% (172)    | 294     |
| Voted in 2014: Yes                   | 43% (268) | 57% (361)    | 629     |
| Voted in 2014: No                    | 42% (177) | 58% (245)    | 422     |
| 2012 Vote: Barack Obama              | 43% (164) | 57% (218)    | 382     |
| 2012 Vote: Mitt Romney               | 43% (109) | 57% (147)    | 256     |
| 2012 Vote: Didn't Vote               | 43% (157) | 57% (210)    | 366     |
| 4-Region: Northeast                  | 46% (84)  | 54% (98)     | 183     |
| 4-Region: Midwest                    | 47% (106) | 53% (118)    | 224     |
| 4-Region: South                      | 40% (160) | 60% (238)    | 398     |
| 4-Region: West                       | 39% (95)  | 61% (151)    | 247     |
| Frequent Flyer                       | 34% (48)  | 66% (95)     | 143     |
| International Travel                 | 37% (73)  | 63% (126)    | 199     |

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**Table CMS7\_17NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Cares about their customers' wants and needs*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 42% (446) | 58% (606)    | 1051    |
| Sports fans                           | 44% (311) | 56% (392)    | 703     |
| Heard a lot/some about new H1N1       | 43% (213) | 57% (279)    | 492     |
| Heard not much/nothing about new H1N1 | 42% (232) | 58% (326)    | 559     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_18NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has an easy and seamless shopping and/or purchasing experience

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 30%      | (301) | 70%          | (706) | 1006    |
| Gender: Male             | 29%      | (146) | 71%          | (354) | 500     |
| Gender: Female           | 31%      | (155) | 69%          | (351) | 506     |
| Age: 18-34               | 32%      | (95)  | 68%          | (206) | 301     |
| Age: 35-44               | 23%      | (32)  | 77%          | (106) | 138     |
| Age: 45-64               | 31%      | (109) | 69%          | (240) | 349     |
| Age: 65+                 | 30%      | (64)  | 70%          | (153) | 218     |
| GenZers: 1997-2012       | 33%      | (52)  | 67%          | (104) | 156     |
| Millennials: 1981-1996   | 27%      | (59)  | 73%          | (158) | 217     |
| GenXers: 1965-1980       | 28%      | (64)  | 72%          | (167) | 231     |
| Baby Boomers: 1946-1964  | 33%      | (117) | 67%          | (243) | 360     |
| PID: Dem (no lean)       | 34%      | (125) | 66%          | (244) | 370     |
| PID: Ind (no lean)       | 23%      | (77)  | 77%          | (265) | 343     |
| PID: Rep (no lean)       | 33%      | (98)  | 67%          | (196) | 293     |
| PID/Gender: Dem Men      | 37%      | (62)  | 63%          | (103) | 164     |
| PID/Gender: Dem Women    | 31%      | (64)  | 69%          | (142) | 205     |
| PID/Gender: Ind Men      | 19%      | (34)  | 81%          | (142) | 176     |
| PID/Gender: Ind Women    | 26%      | (43)  | 74%          | (123) | 167     |
| PID/Gender: Rep Men      | 32%      | (50)  | 68%          | (109) | 159     |
| PID/Gender: Rep Women    | 35%      | (47)  | 65%          | (87)  | 134     |
| Ideo: Liberal (1-3)      | 32%      | (94)  | 68%          | (201) | 296     |
| Ideo: Moderate (4)       | 26%      | (73)  | 74%          | (210) | 283     |
| Ideo: Conservative (5-7) | 36%      | (113) | 64%          | (203) | 316     |
| Educ: < College          | 29%      | (201) | 71%          | (490) | 691     |
| Educ: Bachelors degree   | 34%      | (66)  | 66%          | (127) | 193     |
| Educ: Post-grad          | 28%      | (34)  | 72%          | (89)  | 122     |
| Income: Under 50k        | 26%      | (134) | 74%          | (387) | 521     |
| Income: 50k-100k         | 34%      | (107) | 66%          | (210) | 317     |
| Income: 100k+            | 35%      | (60)  | 65%          | (109) | 169     |
| Ethnicity: White         | 30%      | (236) | 70%          | (564) | 801     |
| Ethnicity: Hispanic      | 31%      | (45)  | 69%          | (100) | 145     |

Continued on next page

**Table CMS7\_18NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has an easy and seamless shopping and/or purchasing experience

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 30%      | (301) | 70%          | (706) | 1006    |
| Ethnicity: Afr. Am.               | 29%      | (36)  | 71%          | (87)  | 123     |
| Ethnicity: Other                  | 34%      | (28)  | 66%          | (54)  | 82      |
| All Christian                     | 32%      | (158) | 68%          | (332) | 490     |
| All Non-Christian                 | 31%      | (16)  | 69%          | (34)  | 50      |
| Atheist                           | 25%      | (14)  | 75%          | (43)  | 57      |
| Agnostic/Nothing in particular    | 31%      | (69)  | 69%          | (154) | 223     |
| Something Else                    | 24%      | (44)  | 76%          | (142) | 186     |
| Religious Non-Protestant/Catholic | 34%      | (22)  | 66%          | (42)  | 63      |
| Evangelical                       | 29%      | (82)  | 71%          | (198) | 280     |
| Non-Evangelical                   | 30%      | (113) | 70%          | (268) | 380     |
| Community: Urban                  | 23%      | (62)  | 77%          | (202) | 264     |
| Community: Suburban               | 34%      | (166) | 66%          | (326) | 492     |
| Community: Rural                  | 29%      | (73)  | 71%          | (177) | 250     |
| Employ: Private Sector            | 28%      | (84)  | 72%          | (215) | 299     |
| Employ: Government                | 28%      | (20)  | 72%          | (51)  | 71      |
| Employ: Self-Employed             | 23%      | (15)  | 77%          | (51)  | 66      |
| Employ: Retired                   | 28%      | (68)  | 72%          | (177) | 245     |
| Employ: Unemployed                | 32%      | (40)  | 68%          | (86)  | 126     |
| Employ: Other                     | 27%      | (16)  | 73%          | (43)  | 59      |
| Military HH: Yes                  | 32%      | (54)  | 68%          | (114) | 168     |
| Military HH: No                   | 29%      | (246) | 71%          | (592) | 838     |
| RD/WT: Right Direction            | 27%      | (71)  | 73%          | (196) | 267     |
| RD/WT: Wrong Track                | 31%      | (229) | 69%          | (510) | 739     |
| Trump Job Approve                 | 30%      | (115) | 70%          | (267) | 382     |
| Trump Job Disapprove              | 30%      | (176) | 70%          | (408) | 585     |
| Trump Job Strongly Approve        | 27%      | (54)  | 73%          | (149) | 203     |
| Trump Job Somewhat Approve        | 34%      | (61)  | 66%          | (117) | 178     |
| Trump Job Somewhat Disapprove     | 27%      | (26)  | 73%          | (72)  | 98      |
| Trump Job Strongly Disapprove     | 31%      | (150) | 69%          | (336) | 487     |

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**Table CMS7\_18NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has an easy and seamless shopping and/or purchasing experience

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 30%      | (301) | 70%          | (706) | 1006    |
| Favorable of Trump                   | 31%      | (114) | 69%          | (257) | 371     |
| Unfavorable of Trump                 | 30%      | (177) | 70%          | (410) | 587     |
| Very Favorable of Trump              | 26%      | (54)  | 74%          | (153) | 207     |
| Somewhat Favorable of Trump          | 36%      | (60)  | 64%          | (104) | 164     |
| Somewhat Unfavorable of Trump        | 25%      | (23)  | 75%          | (69)  | 91      |
| Very Unfavorable of Trump            | 31%      | (154) | 69%          | (341) | 495     |
| #1 Issue: Economy                    | 32%      | (107) | 68%          | (228) | 335     |
| #1 Issue: Security                   | 22%      | (24)  | 78%          | (87)  | 112     |
| #1 Issue: Health Care                | 26%      | (51)  | 74%          | (147) | 198     |
| #1 Issue: Medicare / Social Security | 33%      | (44)  | 67%          | (89)  | 134     |
| #1 Issue: Education                  | 36%      | (23)  | 64%          | (41)  | 64      |
| #1 Issue: Other                      | 33%      | (23)  | 67%          | (47)  | 70      |
| 2018 House Vote: Democrat            | 29%      | (103) | 71%          | (252) | 355     |
| 2018 House Vote: Republican          | 29%      | (82)  | 71%          | (201) | 283     |
| 2016 Vote: Hillary Clinton           | 30%      | (100) | 70%          | (228) | 328     |
| 2016 Vote: Donald Trump              | 28%      | (83)  | 72%          | (219) | 302     |
| 2016 Vote: Other                     | 27%      | (21)  | 73%          | (59)  | 80      |
| 2016 Vote: Didn't Vote               | 33%      | (96)  | 67%          | (199) | 296     |
| Voted in 2014: Yes                   | 29%      | (167) | 71%          | (408) | 575     |
| Voted in 2014: No                    | 31%      | (134) | 69%          | (297) | 431     |
| 2012 Vote: Barack Obama              | 26%      | (96)  | 74%          | (272) | 369     |
| 2012 Vote: Mitt Romney               | 33%      | (74)  | 67%          | (147) | 220     |
| 2012 Vote: Didn't Vote               | 31%      | (118) | 69%          | (259) | 378     |
| 4-Region: Northeast                  | 28%      | (51)  | 72%          | (130) | 180     |
| 4-Region: Midwest                    | 26%      | (57)  | 74%          | (166) | 223     |
| 4-Region: South                      | 32%      | (119) | 68%          | (253) | 371     |
| 4-Region: West                       | 32%      | (74)  | 68%          | (157) | 231     |
| Frequent Flyer                       | 31%      | (41)  | 69%          | (90)  | 131     |
| International Travel                 | 31%      | (59)  | 69%          | (132) | 191     |
| Sports fans                          | 30%      | (203) | 70%          | (472) | 674     |

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**Table CMS7\_18NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Has an easy and seamless shopping and/or purchasing experience*

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 30%      | (301) | 70%          | (706) | 1006    |
| Heard a lot/some about new H1N1       | 28%      | (129) | 72%          | (331) | 460     |
| Heard not much/nothing about new H1N1 | 31%      | (172) | 69%          | (375) | 546     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_19NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has a good loyalty / rewards program

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 27% (280) | 73% (738)    | 1018    |
| Gender: Male             | 28% (138) | 72% (349)    | 487     |
| Gender: Female           | 27% (142) | 73% (389)    | 531     |
| Age: 18-34               | 22% (67)  | 78% (235)    | 302     |
| Age: 35-44               | 28% (49)  | 72% (124)    | 173     |
| Age: 45-64               | 31% (110) | 69% (243)    | 352     |
| Age: 65+                 | 29% (55)  | 71% (136)    | 191     |
| GenZers: 1997-2012       | 20% (33)  | 80% (130)    | 163     |
| Millennials: 1981-1996   | 26% (61)  | 74% (178)    | 239     |
| GenXers: 1965-1980       | 30% (75)  | 70% (172)    | 247     |
| Baby Boomers: 1946-1964  | 30% (101) | 70% (231)    | 332     |
| PID: Dem (no lean)       | 26% (96)  | 74% (272)    | 368     |
| PID: Ind (no lean)       | 28% (102) | 72% (261)    | 363     |
| PID: Rep (no lean)       | 28% (82)  | 72% (205)    | 287     |
| PID/Gender: Dem Men      | 27% (43)  | 73% (117)    | 160     |
| PID/Gender: Dem Women    | 26% (53)  | 74% (154)    | 208     |
| PID/Gender: Ind Men      | 31% (58)  | 69% (126)    | 184     |
| PID/Gender: Ind Women    | 25% (44)  | 75% (135)    | 179     |
| PID/Gender: Rep Men      | 26% (37)  | 74% (106)    | 143     |
| PID/Gender: Rep Women    | 31% (44)  | 69% (100)    | 144     |
| Ideo: Liberal (1-3)      | 23% (68)  | 77% (233)    | 301     |
| Ideo: Moderate (4)       | 30% (78)  | 70% (186)    | 264     |
| Ideo: Conservative (5-7) | 30% (100) | 70% (227)    | 327     |
| Educ: < College          | 25% (177) | 75% (527)    | 704     |
| Educ: Bachelors degree   | 33% (66)  | 67% (134)    | 199     |
| Educ: Post-grad          | 32% (37)  | 68% (78)     | 115     |
| Income: Under 50k        | 26% (139) | 74% (406)    | 545     |
| Income: 50k-100k         | 29% (91)  | 71% (223)    | 314     |
| Income: 100k+            | 31% (50)  | 69% (109)    | 159     |
| Ethnicity: White         | 28% (225) | 72% (582)    | 806     |
| Ethnicity: Hispanic      | 23% (39)  | 77% (135)    | 174     |

Continued on next page

**Table CMS7\_19NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has a good loyalty / rewards program

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 27%      | (280) | 73%          | (738) | 1018    |
| Ethnicity: Afr. Am.               | 23%      | (29)  | 77%          | (98)  | 126     |
| Ethnicity: Other                  | 31%      | (26)  | 69%          | (59)  | 85      |
| All Christian                     | 31%      | (144) | 69%          | (327) | 472     |
| All Non-Christian                 | 31%      | (17)  | 69%          | (37)  | 54      |
| Atheist                           | 19%      | (10)  | 81%          | (40)  | 50      |
| Agnostic/Nothing in particular    | 29%      | (71)  | 71%          | (177) | 248     |
| Something Else                    | 20%      | (38)  | 80%          | (156) | 194     |
| Religious Non-Protestant/Catholic | 28%      | (20)  | 72%          | (53)  | 73      |
| Evangelical                       | 27%      | (70)  | 73%          | (194) | 264     |
| Non-Evangelical                   | 29%      | (108) | 71%          | (265) | 373     |
| Community: Urban                  | 29%      | (77)  | 71%          | (188) | 265     |
| Community: Suburban               | 26%      | (131) | 74%          | (370) | 500     |
| Community: Rural                  | 29%      | (72)  | 71%          | (181) | 253     |
| Employ: Private Sector            | 31%      | (91)  | 69%          | (202) | 293     |
| Employ: Government                | 26%      | (19)  | 74%          | (53)  | 71      |
| Employ: Self-Employed             | 23%      | (20)  | 77%          | (64)  | 84      |
| Employ: Homemaker                 | 31%      | (22)  | 69%          | (49)  | 71      |
| Employ: Retired                   | 27%      | (62)  | 73%          | (168) | 230     |
| Employ: Unemployed                | 23%      | (30)  | 77%          | (102) | 131     |
| Employ: Other                     | 23%      | (15)  | 77%          | (52)  | 67      |
| Military HH: Yes                  | 25%      | (42)  | 75%          | (129) | 172     |
| Military HH: No                   | 28%      | (237) | 72%          | (609) | 846     |
| RD/WT: Right Direction            | 31%      | (89)  | 69%          | (197) | 286     |
| RD/WT: Wrong Track                | 26%      | (191) | 74%          | (541) | 732     |
| Trump Job Approve                 | 31%      | (121) | 69%          | (271) | 392     |
| Trump Job Disapprove              | 26%      | (147) | 74%          | (428) | 576     |
| Trump Job Strongly Approve        | 29%      | (59)  | 71%          | (146) | 205     |
| Trump Job Somewhat Approve        | 33%      | (62)  | 67%          | (124) | 187     |
| Trump Job Somewhat Disapprove     | 31%      | (33)  | 69%          | (72)  | 105     |
| Trump Job Strongly Disapprove     | 24%      | (115) | 76%          | (356) | 470     |

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**Table CMS7\_19NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has a good loyalty / rewards program

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 27% (280) | 73% (738)    | 1018    |
| Favorable of Trump                   | 30% (109) | 70% (256)    | 366     |
| Unfavorable of Trump                 | 27% (158) | 73% (430)    | 589     |
| Very Favorable of Trump              | 30% (59)  | 70% (136)    | 196     |
| Somewhat Favorable of Trump          | 30% (50)  | 70% (120)    | 170     |
| Somewhat Unfavorable of Trump        | 35% (33)  | 65% (62)     | 95      |
| Very Unfavorable of Trump            | 25% (125) | 75% (368)    | 494     |
| #1 Issue: Economy                    | 29% (97)  | 71% (234)    | 330     |
| #1 Issue: Security                   | 28% (34)  | 72% (88)     | 122     |
| #1 Issue: Health Care                | 26% (52)  | 74% (146)    | 198     |
| #1 Issue: Medicare / Social Security | 27% (35)  | 73% (93)     | 128     |
| #1 Issue: Education                  | 22% (17)  | 78% (61)     | 78      |
| #1 Issue: Other                      | 28% (22)  | 72% (57)     | 79      |
| 2018 House Vote: Democrat            | 29% (104) | 71% (252)    | 356     |
| 2018 House Vote: Republican          | 34% (93)  | 66% (182)    | 274     |
| 2016 Vote: Hillary Clinton           | 29% (92)  | 71% (227)    | 319     |
| 2016 Vote: Donald Trump              | 30% (88)  | 70% (205)    | 293     |
| 2016 Vote: Other                     | 29% (23)  | 71% (55)     | 78      |
| 2016 Vote: Didn't Vote               | 23% (76)  | 77% (251)    | 327     |
| Voted in 2014: Yes                   | 31% (182) | 69% (396)    | 578     |
| Voted in 2014: No                    | 22% (98)  | 78% (342)    | 440     |
| 2012 Vote: Barack Obama              | 28% (101) | 72% (262)    | 364     |
| 2012 Vote: Mitt Romney               | 36% (80)  | 64% (145)    | 225     |
| 2012 Vote: Didn't Vote               | 23% (90)  | 77% (295)    | 386     |
| 4-Region: Northeast                  | 27% (46)  | 73% (123)    | 169     |
| 4-Region: Midwest                    | 32% (66)  | 68% (143)    | 209     |
| 4-Region: South                      | 27% (106) | 73% (290)    | 396     |
| 4-Region: West                       | 25% (61)  | 75% (182)    | 244     |
| Frequent Flyer                       | 24% (31)  | 76% (99)     | 130     |
| International Travel                 | 28% (55)  | 72% (141)    | 196     |
| Sports fans                          | 28% (185) | 72% (485)    | 671     |

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**Table CMS7\_19NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Has a good loyalty / rewards program*

| <b>Demographic</b>                    | <b>Selected</b> |       | <b>Not Selected</b> |       | <b>Total N</b> |
|---------------------------------------|-----------------|-------|---------------------|-------|----------------|
| Adults                                | 27%             | (280) | 73%                 | (738) | 1018           |
| Heard a lot/some about new H1N1       | 28%             | (129) | 72%                 | (328) | 457            |
| Heard not much/nothing about new H1N1 | 27%             | (151) | 73%                 | (410) | 561            |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_20NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
*Offers promotions, discounts, or sales*

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 45%      | (453) | 55%          | (557) | 1010    |
| Gender: Male             | 41%      | (199) | 59%          | (292) | 491     |
| Gender: Female           | 49%      | (254) | 51%          | (265) | 519     |
| Age: 18-34               | 45%      | (118) | 55%          | (145) | 262     |
| Age: 35-44               | 41%      | (68)  | 59%          | (97)  | 165     |
| Age: 45-64               | 46%      | (176) | 54%          | (207) | 383     |
| Age: 65+                 | 46%      | (91)  | 54%          | (108) | 199     |
| GenZers: 1997-2012       | 46%      | (59)  | 54%          | (70)  | 129     |
| Millennials: 1981-1996   | 42%      | (93)  | 58%          | (131) | 224     |
| GenXers: 1965-1980       | 48%      | (121) | 52%          | (131) | 252     |
| Baby Boomers: 1946-1964  | 45%      | (166) | 55%          | (201) | 367     |
| PID: Dem (no lean)       | 40%      | (148) | 60%          | (227) | 375     |
| PID: Ind (no lean)       | 48%      | (154) | 52%          | (164) | 318     |
| PID: Rep (no lean)       | 48%      | (151) | 52%          | (166) | 317     |
| PID/Gender: Dem Men      | 32%      | (54)  | 68%          | (114) | 168     |
| PID/Gender: Dem Women    | 45%      | (94)  | 55%          | (113) | 207     |
| PID/Gender: Ind Men      | 46%      | (72)  | 54%          | (86)  | 158     |
| PID/Gender: Ind Women    | 51%      | (82)  | 49%          | (78)  | 160     |
| PID/Gender: Rep Men      | 44%      | (72)  | 56%          | (92)  | 165     |
| PID/Gender: Rep Women    | 52%      | (78)  | 48%          | (74)  | 152     |
| Ideo: Liberal (1-3)      | 45%      | (127) | 55%          | (155) | 282     |
| Ideo: Moderate (4)       | 49%      | (138) | 51%          | (143) | 281     |
| Ideo: Conservative (5-7) | 45%      | (154) | 55%          | (189) | 344     |
| Educ: < College          | 42%      | (291) | 58%          | (395) | 685     |
| Educ: Bachelors degree   | 52%      | (112) | 48%          | (103) | 215     |
| Educ: Post-grad          | 46%      | (50)  | 54%          | (58)  | 109     |
| Income: Under 50k        | 44%      | (240) | 56%          | (308) | 548     |
| Income: 50k-100k         | 46%      | (135) | 54%          | (160) | 296     |
| Income: 100k+            | 47%      | (78)  | 53%          | (88)  | 166     |
| Ethnicity: White         | 47%      | (389) | 53%          | (441) | 829     |
| Ethnicity: Hispanic      | 42%      | (65)  | 58%          | (89)  | 154     |

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**Table CMS7\_20NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Offers promotions, discounts, or sales

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 45%      | (453) | 55%          | (557) | 1010    |
| Ethnicity: Afr. Am.               | 34%      | (32)  | 66%          | (62)  | 93      |
| Ethnicity: Other                  | 38%      | (33)  | 62%          | (54)  | 87      |
| All Christian                     | 44%      | (222) | 56%          | (278) | 500     |
| All Non-Christian                 | 47%      | (23)  | 53%          | (27)  | 50      |
| Atheist                           | 46%      | (25)  | 54%          | (30)  | 55      |
| Agnostic/Nothing in particular    | 47%      | (111) | 53%          | (123) | 233     |
| Something Else                    | 42%      | (72)  | 58%          | (99)  | 171     |
| Religious Non-Protestant/Catholic | 46%      | (28)  | 54%          | (33)  | 60      |
| Evangelical                       | 41%      | (108) | 59%          | (156) | 264     |
| Non-Evangelical                   | 46%      | (180) | 54%          | (212) | 392     |
| Community: Urban                  | 43%      | (106) | 57%          | (143) | 249     |
| Community: Suburban               | 48%      | (238) | 52%          | (262) | 500     |
| Community: Rural                  | 42%      | (109) | 58%          | (152) | 260     |
| Employ: Private Sector            | 47%      | (141) | 53%          | (158) | 299     |
| Employ: Government                | 57%      | (43)  | 43%          | (33)  | 75      |
| Employ: Self-Employed             | 33%      | (27)  | 67%          | (56)  | 83      |
| Employ: Homemaker                 | 44%      | (32)  | 56%          | (40)  | 72      |
| Employ: Retired                   | 44%      | (102) | 56%          | (127) | 229     |
| Employ: Unemployed                | 41%      | (50)  | 59%          | (72)  | 122     |
| Employ: Other                     | 43%      | (27)  | 57%          | (36)  | 63      |
| Military HH: Yes                  | 44%      | (79)  | 56%          | (102) | 181     |
| Military HH: No                   | 45%      | (374) | 55%          | (455) | 828     |
| RD/WT: Right Direction            | 43%      | (119) | 57%          | (155) | 274     |
| RD/WT: Wrong Track                | 45%      | (334) | 55%          | (401) | 736     |
| Trump Job Approve                 | 45%      | (182) | 55%          | (218) | 400     |
| Trump Job Disapprove              | 45%      | (257) | 55%          | (309) | 567     |
| Trump Job Strongly Approve        | 42%      | (90)  | 58%          | (126) | 216     |
| Trump Job Somewhat Approve        | 50%      | (92)  | 50%          | (92)  | 184     |
| Trump Job Somewhat Disapprove     | 44%      | (43)  | 56%          | (55)  | 99      |
| Trump Job Strongly Disapprove     | 46%      | (214) | 54%          | (254) | 468     |

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**Table CMS7\_20NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Offers promotions, discounts, or sales

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 45%      | (453) | 55%          | (557) | 1010    |
| Favorable of Trump                   | 45%      | (174) | 55%          | (213) | 387     |
| Unfavorable of Trump                 | 47%      | (264) | 53%          | (302) | 566     |
| Very Favorable of Trump              | 39%      | (86)  | 61%          | (133) | 219     |
| Somewhat Favorable of Trump          | 52%      | (88)  | 48%          | (80)  | 168     |
| Somewhat Unfavorable of Trump        | 52%      | (46)  | 48%          | (43)  | 88      |
| Very Unfavorable of Trump            | 46%      | (219) | 54%          | (259) | 478     |
| #1 Issue: Economy                    | 47%      | (160) | 53%          | (179) | 338     |
| #1 Issue: Security                   | 49%      | (58)  | 51%          | (60)  | 117     |
| #1 Issue: Health Care                | 39%      | (80)  | 61%          | (125) | 205     |
| #1 Issue: Medicare / Social Security | 40%      | (56)  | 60%          | (83)  | 139     |
| #1 Issue: Education                  | 50%      | (29)  | 50%          | (29)  | 58      |
| #1 Issue: Other                      | 43%      | (32)  | 57%          | (42)  | 74      |
| 2018 House Vote: Democrat            | 43%      | (154) | 57%          | (205) | 358     |
| 2018 House Vote: Republican          | 51%      | (161) | 49%          | (153) | 314     |
| 2016 Vote: Hillary Clinton           | 44%      | (139) | 56%          | (180) | 319     |
| 2016 Vote: Donald Trump              | 47%      | (149) | 53%          | (171) | 320     |
| 2016 Vote: Other                     | 63%      | (50)  | 37%          | (29)  | 78      |
| 2016 Vote: Didn't Vote               | 40%      | (116) | 60%          | (177) | 293     |
| Voted in 2014: Yes                   | 48%      | (291) | 52%          | (321) | 611     |
| Voted in 2014: No                    | 41%      | (162) | 59%          | (236) | 398     |
| 2012 Vote: Barack Obama              | 41%      | (151) | 59%          | (218) | 368     |
| 2012 Vote: Mitt Romney               | 53%      | (137) | 47%          | (121) | 258     |
| 2012 Vote: Didn't Vote               | 43%      | (152) | 57%          | (198) | 351     |
| 4-Region: Northeast                  | 50%      | (80)  | 50%          | (79)  | 158     |
| 4-Region: Midwest                    | 46%      | (97)  | 54%          | (115) | 212     |
| 4-Region: South                      | 42%      | (172) | 58%          | (235) | 407     |
| 4-Region: West                       | 45%      | (105) | 55%          | (128) | 233     |
| Frequent Flyer                       | 45%      | (51)  | 55%          | (62)  | 113     |
| International Travel                 | 38%      | (70)  | 62%          | (112) | 181     |
| Sports fans                          | 44%      | (300) | 56%          | (377) | 677     |

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**Table CMS7\_20NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Offers promotions, discounts, or sales

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 45% (453) | 55% (557)    | 1010    |
| Heard a lot/some about new H1N1       | 43% (191) | 57% (255)    | 446     |
| Heard not much/nothing about new H1N1 | 46% (262) | 54% (302)    | 564     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_21NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Offers me a wide selection of product or service options

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 37% (350) | 63% (607)    | 957     |
| Gender: Male             | 37% (172) | 63% (293)    | 465     |
| Gender: Female           | 36% (178) | 64% (314)    | 492     |
| Age: 18-34               | 32% (84)  | 68% (179)    | 263     |
| Age: 35-44               | 35% (58)  | 65% (106)    | 164     |
| Age: 45-64               | 38% (128) | 62% (208)    | 335     |
| Age: 65+                 | 41% (80)  | 59% (114)    | 194     |
| GenZers: 1997-2012       | 36% (45)  | 64% (82)     | 127     |
| Millennials: 1981-1996   | 30% (67)  | 70% (154)    | 221     |
| GenXers: 1965-1980       | 40% (96)  | 60% (146)    | 242     |
| Baby Boomers: 1946-1964  | 38% (125) | 62% (209)    | 334     |
| PID: Dem (no lean)       | 31% (113) | 69% (248)    | 362     |
| PID: Ind (no lean)       | 37% (115) | 63% (199)    | 314     |
| PID: Rep (no lean)       | 43% (122) | 57% (159)    | 281     |
| PID/Gender: Dem Men      | 31% (50)  | 69% (115)    | 165     |
| PID/Gender: Dem Women    | 32% (63)  | 68% (134)    | 197     |
| PID/Gender: Ind Men      | 39% (60)  | 61% (94)     | 154     |
| PID/Gender: Ind Women    | 34% (55)  | 66% (105)    | 160     |
| PID/Gender: Rep Men      | 42% (61)  | 58% (85)     | 145     |
| PID/Gender: Rep Women    | 45% (61)  | 55% (75)     | 136     |
| Ideo: Liberal (1-3)      | 31% (86)  | 69% (191)    | 277     |
| Ideo: Moderate (4)       | 37% (100) | 63% (168)    | 269     |
| Ideo: Conservative (5-7) | 45% (133) | 55% (164)    | 297     |
| Educ: < College          | 37% (237) | 63% (411)    | 648     |
| Educ: Bachelors degree   | 37% (76)  | 63% (128)    | 203     |
| Educ: Post-grad          | 35% (37)  | 65% (68)     | 105     |
| Income: Under 50k        | 37% (184) | 63% (318)    | 502     |
| Income: 50k-100k         | 38% (110) | 62% (181)    | 291     |
| Income: 100k+            | 34% (56)  | 66% (108)    | 164     |
| Ethnicity: White         | 39% (287) | 61% (451)    | 738     |
| Ethnicity: Hispanic      | 37% (45)  | 63% (75)     | 120     |

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**Table CMS7\_21NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Offers me a wide selection of product or service options

| Demographic                       | Selected  | Not Selected | Total N |
|-----------------------------------|-----------|--------------|---------|
| Adults                            | 37% (350) | 63% (607)    | 957     |
| Ethnicity: Afr. Am.               | 25% (35)  | 75% (106)    | 141     |
| Ethnicity: Other                  | 36% (28)  | 64% (50)     | 78      |
| All Christian                     | 40% (191) | 60% (281)    | 472     |
| All Non-Christian                 | 34% (18)  | 66% (34)     | 52      |
| Atheist                           | 39% (20)  | 61% (32)     | 52      |
| Agnostic/Nothing in particular    | 34% (71)  | 66% (140)    | 211     |
| Something Else                    | 29% (50)  | 71% (120)    | 170     |
| Religious Non-Protestant/Catholic | 37% (24)  | 63% (42)     | 66      |
| Evangelical                       | 35% (88)  | 65% (164)    | 252     |
| Non-Evangelical                   | 39% (145) | 61% (227)    | 371     |
| Community: Urban                  | 29% (68)  | 71% (164)    | 232     |
| Community: Suburban               | 37% (179) | 63% (299)    | 478     |
| Community: Rural                  | 42% (103) | 58% (144)    | 247     |
| Employ: Private Sector            | 38% (100) | 62% (166)    | 266     |
| Employ: Government                | 27% (17)  | 73% (45)     | 62      |
| Employ: Self-Employed             | 43% (36)  | 57% (48)     | 84      |
| Employ: Homemaker                 | 30% (19)  | 70% (45)     | 64      |
| Employ: Retired                   | 37% (77)  | 63% (129)    | 206     |
| Employ: Unemployed                | 35% (57)  | 65% (103)    | 160     |
| Employ: Other                     | 36% (19)  | 64% (35)     | 55      |
| Military HH: Yes                  | 35% (52)  | 65% (96)     | 148     |
| Military HH: No                   | 37% (298) | 63% (511)    | 809     |
| RD/WT: Right Direction            | 45% (105) | 55% (130)    | 235     |
| RD/WT: Wrong Track                | 34% (244) | 66% (477)    | 721     |
| Trump Job Approve                 | 44% (153) | 56% (196)    | 349     |
| Trump Job Disapprove              | 32% (185) | 68% (390)    | 574     |
| Trump Job Strongly Approve        | 45% (85)  | 55% (103)    | 188     |
| Trump Job Somewhat Approve        | 42% (68)  | 58% (93)     | 161     |
| Trump Job Somewhat Disapprove     | 31% (33)  | 69% (73)     | 105     |
| Trump Job Strongly Disapprove     | 32% (152) | 68% (317)    | 469     |

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**Table CMS7\_21NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Offers me a wide selection of product or service options

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 37%      | (350) | 63%          | (607) | 957     |
| Favorable of Trump                   | 45%      | (155) | 55%          | (186) | 341     |
| Unfavorable of Trump                 | 32%      | (183) | 68%          | (385) | 568     |
| Very Favorable of Trump              | 46%      | (92)  | 54%          | (107) | 199     |
| Somewhat Favorable of Trump          | 44%      | (63)  | 56%          | (79)  | 142     |
| Somewhat Unfavorable of Trump        | 36%      | (33)  | 64%          | (59)  | 92      |
| Very Unfavorable of Trump            | 31%      | (150) | 69%          | (326) | 476     |
| #1 Issue: Economy                    | 40%      | (121) | 60%          | (181) | 302     |
| #1 Issue: Security                   | 42%      | (43)  | 58%          | (59)  | 102     |
| #1 Issue: Health Care                | 36%      | (74)  | 64%          | (132) | 206     |
| #1 Issue: Medicare / Social Security | 33%      | (37)  | 67%          | (76)  | 113     |
| #1 Issue: Education                  | 26%      | (14)  | 74%          | (38)  | 51      |
| #1 Issue: Other                      | 36%      | (37)  | 64%          | (65)  | 101     |
| 2018 House Vote: Democrat            | 28%      | (94)  | 72%          | (243) | 337     |
| 2018 House Vote: Republican          | 45%      | (117) | 55%          | (146) | 264     |
| 2016 Vote: Hillary Clinton           | 26%      | (78)  | 74%          | (221) | 299     |
| 2016 Vote: Donald Trump              | 46%      | (130) | 54%          | (153) | 284     |
| 2016 Vote: Other                     | 40%      | (30)  | 60%          | (45)  | 75      |
| 2016 Vote: Didn't Vote               | 37%      | (111) | 63%          | (188) | 299     |
| Voted in 2014: Yes                   | 38%      | (219) | 62%          | (362) | 581     |
| Voted in 2014: No                    | 35%      | (131) | 65%          | (245) | 376     |
| 2012 Vote: Barack Obama              | 32%      | (119) | 68%          | (251) | 370     |
| 2012 Vote: Mitt Romney               | 47%      | (108) | 53%          | (123) | 230     |
| 2012 Vote: Didn't Vote               | 34%      | (109) | 66%          | (212) | 320     |
| 4-Region: Northeast                  | 32%      | (53)  | 68%          | (114) | 166     |
| 4-Region: Midwest                    | 39%      | (72)  | 61%          | (115) | 187     |
| 4-Region: South                      | 36%      | (135) | 64%          | (237) | 372     |
| 4-Region: West                       | 39%      | (90)  | 61%          | (141) | 231     |
| Frequent Flyer                       | 35%      | (39)  | 65%          | (74)  | 113     |
| International Travel                 | 29%      | (53)  | 71%          | (127) | 180     |
| Sports fans                          | 36%      | (232) | 64%          | (416) | 649     |

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**Table CMS7\_21NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Offers me a wide selection of product or service options*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 37% (350) | 63% (607)    | 957     |
| Heard a lot/some about new H1N1       | 34% (142) | 66% (278)    | 420     |
| Heard not much/nothing about new H1N1 | 39% (208) | 61% (329)    | 537     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_22NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Streamlines or curates their offerings to help me more easily and quickly find items most relevant to me

| Demographic              | Selected |      | Not Selected |       | Total N |
|--------------------------|----------|------|--------------|-------|---------|
| Adults                   | 9%       | (86) | 91%          | (888) | 974     |
| Gender: Male             | 12%      | (55) | 88%          | (402) | 458     |
| Gender: Female           | 6%       | (31) | 94%          | (486) | 517     |
| Age: 18-34               | 9%       | (28) | 91%          | (277) | 304     |
| Age: 35-44               | 12%      | (17) | 88%          | (130) | 147     |
| Age: 45-64               | 8%       | (25) | 92%          | (310) | 335     |
| Age: 65+                 | 8%       | (15) | 92%          | (172) | 188     |
| GenZers: 1997-2012       | 7%       | (12) | 93%          | (151) | 162     |
| Millennials: 1981-1996   | 11%      | (24) | 89%          | (195) | 219     |
| GenXers: 1965-1980       | 10%      | (24) | 90%          | (206) | 230     |
| Baby Boomers: 1946-1964  | 7%       | (23) | 93%          | (306) | 330     |
| PID: Dem (no lean)       | 7%       | (25) | 93%          | (339) | 364     |
| PID: Ind (no lean)       | 9%       | (29) | 91%          | (292) | 321     |
| PID: Rep (no lean)       | 11%      | (33) | 89%          | (256) | 289     |
| PID/Gender: Dem Men      | 7%       | (11) | 93%          | (145) | 156     |
| PID/Gender: Dem Women    | 6%       | (13) | 94%          | (195) | 208     |
| PID/Gender: Ind Men      | 13%      | (20) | 87%          | (133) | 153     |
| PID/Gender: Ind Women    | 5%       | (9)  | 95%          | (159) | 168     |
| PID/Gender: Rep Men      | 16%      | (25) | 84%          | (125) | 149     |
| PID/Gender: Rep Women    | 6%       | (8)  | 94%          | (132) | 140     |
| Ideo: Liberal (1-3)      | 9%       | (26) | 91%          | (265) | 290     |
| Ideo: Moderate (4)       | 8%       | (20) | 92%          | (234) | 254     |
| Ideo: Conservative (5-7) | 10%      | (32) | 90%          | (281) | 313     |
| Educ: < College          | 7%       | (45) | 93%          | (625) | 670     |
| Educ: Bachelors degree   | 13%      | (25) | 87%          | (171) | 196     |
| Educ: Post-grad          | 15%      | (16) | 85%          | (92)  | 108     |
| Income: Under 50k        | 6%       | (31) | 94%          | (489) | 521     |
| Income: 50k-100k         | 13%      | (38) | 87%          | (259) | 297     |
| Income: 100k+            | 11%      | (17) | 89%          | (140) | 157     |
| Ethnicity: White         | 10%      | (72) | 90%          | (682) | 754     |
| Ethnicity: Hispanic      | 11%      | (15) | 89%          | (127) | 142     |

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**Table CMS7\_22NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Streamlines or curates their offerings to help me more easily and quickly find items most relevant to me*

| Demographic                       | Selected |      | Not Selected |       | Total N |
|-----------------------------------|----------|------|--------------|-------|---------|
| Adults                            | 9%       | (86) | 91%          | (888) | 974     |
| Ethnicity: Afr. Am.               | 6%       | (9)  | 94%          | (123) | 131     |
| Ethnicity: Other                  | 6%       | (6)  | 94%          | (83)  | 89      |
| All Christian                     | 9%       | (38) | 91%          | (403) | 441     |
| All Non-Christian                 | 10%      | (6)  | 90%          | (56)  | 62      |
| Atheist                           | 13%      | (9)  | 87%          | (59)  | 68      |
| Agnostic/Nothing in particular    | 8%       | (17) | 92%          | (206) | 223     |
| Something Else                    | 9%       | (16) | 91%          | (164) | 180     |
| Religious Non-Protestant/Catholic | 9%       | (7)  | 91%          | (76)  | 83      |
| Evangelical                       | 12%      | (29) | 88%          | (218) | 247     |
| Non-Evangelical                   | 7%       | (23) | 93%          | (328) | 351     |
| Community: Urban                  | 7%       | (19) | 93%          | (238) | 256     |
| Community: Suburban               | 10%      | (48) | 90%          | (435) | 483     |
| Community: Rural                  | 8%       | (20) | 92%          | (215) | 235     |
| Employ: Private Sector            | 13%      | (36) | 87%          | (250) | 286     |
| Employ: Government                | 21%      | (12) | 79%          | (47)  | 60      |
| Employ: Self-Employed             | 10%      | (7)  | 90%          | (63)  | 70      |
| Employ: Homemaker                 | 5%       | (3)  | 95%          | (52)  | 55      |
| Employ: Retired                   | 6%       | (13) | 94%          | (199) | 212     |
| Employ: Unemployed                | 7%       | (11) | 93%          | (152) | 162     |
| Military HH: Yes                  | 10%      | (14) | 90%          | (122) | 136     |
| Military HH: No                   | 9%       | (72) | 91%          | (766) | 838     |
| RD/WT: Right Direction            | 12%      | (31) | 88%          | (231) | 263     |
| RD/WT: Wrong Track                | 8%       | (55) | 92%          | (657) | 712     |
| Trump Job Approve                 | 11%      | (41) | 89%          | (334) | 375     |
| Trump Job Disapprove              | 7%       | (38) | 93%          | (514) | 552     |
| Trump Job Strongly Approve        | 13%      | (26) | 87%          | (181) | 208     |
| Trump Job Somewhat Approve        | 9%       | (14) | 91%          | (153) | 168     |
| Trump Job Somewhat Disapprove     | 7%       | (8)  | 93%          | (94)  | 102     |
| Trump Job Strongly Disapprove     | 7%       | (31) | 93%          | (420) | 451     |

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**Table CMS7\_22NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Streamlines or curates their offerings to help me more easily and quickly find items most relevant to me

| Demographic                          | Selected |      | Not Selected |       | Total N |
|--------------------------------------|----------|------|--------------|-------|---------|
| Adults                               | 9%       | (86) | 91%          | (888) | 974     |
| Favorable of Trump                   | 11%      | (41) | 89%          | (322) | 363     |
| Unfavorable of Trump                 | 6%       | (36) | 94%          | (527) | 563     |
| Very Favorable of Trump              | 14%      | (31) | 86%          | (188) | 219     |
| Somewhat Favorable of Trump          | 7%       | (10) | 93%          | (134) | 145     |
| Somewhat Unfavorable of Trump        | 7%       | (6)  | 93%          | (75)  | 81      |
| Very Unfavorable of Trump            | 6%       | (30) | 94%          | (451) | 482     |
| #1 Issue: Economy                    | 11%      | (39) | 89%          | (309) | 348     |
| #1 Issue: Security                   | 12%      | (12) | 88%          | (87)  | 99      |
| #1 Issue: Health Care                | 6%       | (11) | 94%          | (178) | 189     |
| #1 Issue: Medicare / Social Security | 5%       | (7)  | 95%          | (120) | 127     |
| #1 Issue: Women's Issues             | 2%       | (1)  | 98%          | (51)  | 52      |
| #1 Issue: Education                  | 20%      | (12) | 80%          | (46)  | 57      |
| #1 Issue: Other                      | 4%       | (3)  | 96%          | (64)  | 67      |
| 2018 House Vote: Democrat            | 9%       | (29) | 91%          | (289) | 319     |
| 2018 House Vote: Republican          | 11%      | (31) | 89%          | (240) | 270     |
| 2016 Vote: Hillary Clinton           | 8%       | (24) | 92%          | (279) | 303     |
| 2016 Vote: Donald Trump              | 11%      | (32) | 89%          | (255) | 287     |
| 2016 Vote: Other                     | 11%      | (7)  | 89%          | (55)  | 62      |
| 2016 Vote: Didn't Vote               | 7%       | (23) | 93%          | (299) | 321     |
| Voted in 2014: Yes                   | 10%      | (56) | 90%          | (477) | 533     |
| Voted in 2014: No                    | 7%       | (30) | 93%          | (411) | 441     |
| 2012 Vote: Barack Obama              | 8%       | (25) | 92%          | (303) | 328     |
| 2012 Vote: Mitt Romney               | 13%      | (30) | 87%          | (193) | 223     |
| 2012 Vote: Didn't Vote               | 7%       | (29) | 93%          | (357) | 385     |
| 4-Region: Northeast                  | 5%       | (11) | 95%          | (185) | 196     |
| 4-Region: Midwest                    | 5%       | (11) | 95%          | (205) | 216     |
| 4-Region: South                      | 10%      | (33) | 90%          | (299) | 333     |
| 4-Region: West                       | 13%      | (31) | 87%          | (199) | 230     |
| Frequent Flyer                       | 13%      | (17) | 87%          | (114) | 131     |
| International Travel                 | 11%      | (21) | 89%          | (171) | 193     |

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**Table CMS7\_22NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Streamlines or curates their offerings to help me more easily and quickly find items most relevant to me*

| Demographic                           | Selected |      | Not Selected |       | Total N |
|---------------------------------------|----------|------|--------------|-------|---------|
| Adults                                | 9%       | (86) | 91%          | (888) | 974     |
| Sports fans                           | 9%       | (56) | 91%          | (592) | 648     |
| Heard a lot/some about new H1N1       | 10%      | (45) | 90%          | (396) | 441     |
| Heard not much/nothing about new H1N1 | 8%       | (41) | 92%          | (492) | 533     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_23NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has the products I need available when I need them

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 48%      | (476) | 52%          | (507) | 983     |
| Gender: Male             | 50%      | (231) | 50%          | (232) | 463     |
| Gender: Female           | 47%      | (245) | 53%          | (275) | 521     |
| Age: 18-34               | 39%      | (114) | 61%          | (181) | 295     |
| Age: 35-44               | 41%      | (68)  | 59%          | (99)  | 167     |
| Age: 45-64               | 52%      | (164) | 48%          | (149) | 312     |
| Age: 65+                 | 62%      | (130) | 38%          | (79)  | 209     |
| GenZers: 1997-2012       | 41%      | (68)  | 59%          | (95)  | 163     |
| Millennials: 1981-1996   | 40%      | (86)  | 60%          | (131) | 218     |
| GenXers: 1965-1980       | 45%      | (105) | 55%          | (130) | 234     |
| Baby Boomers: 1946-1964  | 58%      | (193) | 42%          | (139) | 333     |
| PID: Dem (no lean)       | 45%      | (171) | 55%          | (210) | 381     |
| PID: Ind (no lean)       | 50%      | (158) | 50%          | (160) | 319     |
| PID: Rep (no lean)       | 52%      | (147) | 48%          | (137) | 284     |
| PID/Gender: Dem Men      | 45%      | (76)  | 55%          | (93)  | 169     |
| PID/Gender: Dem Women    | 45%      | (95)  | 55%          | (117) | 212     |
| PID/Gender: Ind Men      | 52%      | (84)  | 48%          | (76)  | 161     |
| PID/Gender: Ind Women    | 47%      | (74)  | 53%          | (84)  | 158     |
| PID/Gender: Rep Men      | 53%      | (70)  | 47%          | (63)  | 133     |
| PID/Gender: Rep Women    | 51%      | (77)  | 49%          | (74)  | 151     |
| Ideo: Liberal (1-3)      | 41%      | (116) | 59%          | (167) | 283     |
| Ideo: Moderate (4)       | 54%      | (144) | 46%          | (121) | 265     |
| Ideo: Conservative (5-7) | 54%      | (160) | 46%          | (137) | 297     |
| Educ: < College          | 47%      | (327) | 53%          | (364) | 691     |
| Educ: Bachelors degree   | 51%      | (96)  | 49%          | (92)  | 189     |
| Educ: Post-grad          | 51%      | (53)  | 49%          | (51)  | 104     |
| Income: Under 50k        | 45%      | (232) | 55%          | (283) | 515     |
| Income: 50k-100k         | 49%      | (159) | 51%          | (168) | 327     |
| Income: 100k+            | 61%      | (86)  | 39%          | (56)  | 142     |
| Ethnicity: White         | 51%      | (387) | 49%          | (375) | 762     |
| Ethnicity: Hispanic      | 36%      | (55)  | 64%          | (99)  | 154     |

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**Table CMS7\_23NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has the products I need available when I need them

| Demographic                    | Selected |       | Not Selected |       | Total N |
|--------------------------------|----------|-------|--------------|-------|---------|
| Adults                         | 48%      | (476) | 52%          | (507) | 983     |
| Ethnicity: Afr. Am.            | 32%      | (42)  | 68%          | (90)  | 131     |
| Ethnicity: Other               | 53%      | (48)  | 47%          | (43)  | 90      |
| All Christian                  | 53%      | (248) | 47%          | (218) | 466     |
| Atheist                        | 52%      | (30)  | 48%          | (28)  | 58      |
| Agnostic/Nothing in particular | 45%      | (114) | 55%          | (142) | 256     |
| Something Else                 | 40%      | (67)  | 60%          | (100) | 167     |
| Evangelical                    | 48%      | (116) | 52%          | (125) | 241     |
| Non-Evangelical                | 52%      | (191) | 48%          | (178) | 369     |
| Community: Urban               | 44%      | (116) | 56%          | (147) | 263     |
| Community: Suburban            | 51%      | (229) | 49%          | (218) | 447     |
| Community: Rural               | 48%      | (131) | 52%          | (143) | 274     |
| Employ: Private Sector         | 53%      | (129) | 47%          | (116) | 245     |
| Employ: Government             | 32%      | (22)  | 68%          | (47)  | 69      |
| Employ: Self-Employed          | 42%      | (32)  | 58%          | (43)  | 75      |
| Employ: Homemaker              | 57%      | (32)  | 43%          | (24)  | 56      |
| Employ: Retired                | 57%      | (132) | 43%          | (98)  | 230     |
| Employ: Unemployed             | 40%      | (66)  | 60%          | (98)  | 164     |
| Employ: Other                  | 50%      | (35)  | 50%          | (36)  | 71      |
| Military HH: Yes               | 46%      | (71)  | 54%          | (83)  | 154     |
| Military HH: No                | 49%      | (405) | 51%          | (425) | 830     |
| RD/WT: Right Direction         | 48%      | (123) | 52%          | (133) | 256     |
| RD/WT: Wrong Track             | 49%      | (353) | 51%          | (375) | 728     |
| Trump Job Approve              | 53%      | (202) | 47%          | (179) | 381     |
| Trump Job Disapprove           | 47%      | (265) | 53%          | (301) | 565     |
| Trump Job Strongly Approve     | 49%      | (99)  | 51%          | (104) | 204     |
| Trump Job Somewhat Approve     | 58%      | (102) | 42%          | (75)  | 177     |
| Trump Job Somewhat Disapprove  | 50%      | (54)  | 50%          | (53)  | 107     |
| Trump Job Strongly Disapprove  | 46%      | (211) | 54%          | (248) | 458     |
| Favorable of Trump             | 51%      | (186) | 49%          | (180) | 366     |
| Unfavorable of Trump           | 48%      | (268) | 52%          | (294) | 562     |

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**Table CMS7\_23NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has the products I need available when I need them

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 48%      | (476) | 52%          | (507) | 983     |
| Very Favorable of Trump              | 50%      | (100) | 50%          | (102) | 202     |
| Somewhat Favorable of Trump          | 52%      | (85)  | 48%          | (78)  | 164     |
| Somewhat Unfavorable of Trump        | 57%      | (49)  | 43%          | (37)  | 86      |
| Very Unfavorable of Trump            | 46%      | (219) | 54%          | (257) | 476     |
| #1 Issue: Economy                    | 49%      | (152) | 51%          | (158) | 311     |
| #1 Issue: Security                   | 52%      | (65)  | 48%          | (60)  | 125     |
| #1 Issue: Health Care                | 46%      | (80)  | 54%          | (93)  | 172     |
| #1 Issue: Medicare / Social Security | 53%      | (70)  | 47%          | (63)  | 134     |
| #1 Issue: Women's Issues             | 36%      | (19)  | 64%          | (35)  | 54      |
| #1 Issue: Education                  | 40%      | (29)  | 60%          | (44)  | 74      |
| #1 Issue: Other                      | 62%      | (44)  | 38%          | (27)  | 70      |
| 2018 House Vote: Democrat            | 43%      | (144) | 57%          | (193) | 336     |
| 2018 House Vote: Republican          | 57%      | (157) | 43%          | (116) | 273     |
| 2016 Vote: Hillary Clinton           | 47%      | (149) | 53%          | (171) | 320     |
| 2016 Vote: Donald Trump              | 56%      | (159) | 44%          | (125) | 285     |
| 2016 Vote: Other                     | 50%      | (25)  | 50%          | (25)  | 51      |
| 2016 Vote: Didn't Vote               | 44%      | (143) | 56%          | (185) | 328     |
| Voted in 2014: Yes                   | 52%      | (296) | 48%          | (268) | 564     |
| Voted in 2014: No                    | 43%      | (180) | 57%          | (239) | 420     |
| 2012 Vote: Barack Obama              | 49%      | (173) | 51%          | (181) | 354     |
| 2012 Vote: Mitt Romney               | 61%      | (129) | 39%          | (83)  | 211     |
| 2012 Vote: Didn't Vote               | 42%      | (160) | 58%          | (223) | 383     |
| 4-Region: Northeast                  | 43%      | (70)  | 57%          | (93)  | 163     |
| 4-Region: Midwest                    | 49%      | (103) | 51%          | (107) | 210     |
| 4-Region: South                      | 47%      | (177) | 53%          | (202) | 379     |
| 4-Region: West                       | 54%      | (126) | 46%          | (107) | 233     |
| Frequent Flyer                       | 36%      | (42)  | 64%          | (75)  | 117     |
| International Travel                 | 35%      | (66)  | 65%          | (121) | 187     |
| Sports fans                          | 48%      | (302) | 52%          | (333) | 635     |
| Heard a lot/some about new H1N1      | 46%      | (210) | 54%          | (251) | 461     |

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**Table CMS7\_23NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Has the products I need available when I need them*

| <b>Demographic</b>                    | <b>Selected</b> | <b>Not Selected</b> | <b>Total N</b> |
|---------------------------------------|-----------------|---------------------|----------------|
| Adults                                | 48% (476)       | 52% (507)           | 983            |
| Heard not much/nothing about new H1N1 | 51% (266)       | 49% (256)           | 522            |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_24NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is accessible via multiple channels (i.e. online, mobile, in-store)

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 17%      | (171) | 83%          | (858) | 1029    |
| Gender: Male             | 17%      | (86)  | 83%          | (414) | 500     |
| Gender: Female           | 16%      | (85)  | 84%          | (443) | 529     |
| Age: 18-34               | 15%      | (46)  | 85%          | (256) | 302     |
| Age: 35-44               | 16%      | (26)  | 84%          | (132) | 158     |
| Age: 45-64               | 18%      | (64)  | 82%          | (296) | 360     |
| Age: 65+                 | 17%      | (35)  | 83%          | (174) | 208     |
| GenZers: 1997-2012       | 19%      | (33)  | 81%          | (138) | 170     |
| Millennials: 1981-1996   | 11%      | (21)  | 89%          | (179) | 200     |
| GenXers: 1965-1980       | 21%      | (54)  | 79%          | (207) | 261     |
| Baby Boomers: 1946-1964  | 15%      | (55)  | 85%          | (306) | 361     |
| PID: Dem (no lean)       | 20%      | (76)  | 80%          | (304) | 379     |
| PID: Ind (no lean)       | 15%      | (49)  | 85%          | (274) | 324     |
| PID: Rep (no lean)       | 14%      | (46)  | 86%          | (280) | 326     |
| PID/Gender: Dem Men      | 21%      | (34)  | 79%          | (127) | 161     |
| PID/Gender: Dem Women    | 19%      | (42)  | 81%          | (176) | 218     |
| PID/Gender: Ind Men      | 14%      | (23)  | 86%          | (138) | 161     |
| PID/Gender: Ind Women    | 16%      | (26)  | 84%          | (136) | 162     |
| PID/Gender: Rep Men      | 16%      | (29)  | 84%          | (149) | 178     |
| PID/Gender: Rep Women    | 11%      | (17)  | 89%          | (131) | 148     |
| Ideo: Liberal (1-3)      | 20%      | (64)  | 80%          | (254) | 317     |
| Ideo: Moderate (4)       | 15%      | (39)  | 85%          | (214) | 253     |
| Ideo: Conservative (5-7) | 14%      | (47)  | 86%          | (292) | 339     |
| Educ: < College          | 17%      | (125) | 83%          | (595) | 720     |
| Educ: Bachelors degree   | 15%      | (29)  | 85%          | (162) | 191     |
| Educ: Post-grad          | 14%      | (17)  | 86%          | (100) | 117     |
| Income: Under 50k        | 18%      | (97)  | 82%          | (454) | 551     |
| Income: 50k-100k         | 14%      | (42)  | 86%          | (265) | 307     |
| Income: 100k+            | 19%      | (32)  | 81%          | (138) | 170     |
| Ethnicity: White         | 17%      | (138) | 83%          | (655) | 793     |
| Ethnicity: Hispanic      | 20%      | (30)  | 80%          | (120) | 149     |

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**Table CMS7\_24NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Is accessible via multiple channels (i.e. online, mobile, in-store)

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 17%      | (171) | 83%          | (858) | 1029    |
| Ethnicity: Afr. Am.               | 14%      | (19)  | 86%          | (120) | 139     |
| Ethnicity: Other                  | 14%      | (14)  | 86%          | (83)  | 96      |
| All Christian                     | 13%      | (62)  | 87%          | (401) | 463     |
| All Non-Christian                 | 13%      | (7)   | 87%          | (47)  | 54      |
| Atheist                           | 26%      | (24)  | 74%          | (66)  | 89      |
| Agnostic/Nothing in particular    | 20%      | (46)  | 80%          | (189) | 235     |
| Something Else                    | 17%      | (32)  | 83%          | (155) | 188     |
| Religious Non-Protestant/Catholic | 12%      | (8)   | 88%          | (62)  | 70      |
| Evangelical                       | 14%      | (36)  | 86%          | (212) | 247     |
| Non-Evangelical                   | 15%      | (57)  | 85%          | (317) | 375     |
| Community: Urban                  | 20%      | (58)  | 80%          | (228) | 286     |
| Community: Suburban               | 15%      | (74)  | 85%          | (407) | 481     |
| Community: Rural                  | 15%      | (39)  | 85%          | (222) | 261     |
| Employ: Private Sector            | 16%      | (47)  | 84%          | (246) | 293     |
| Employ: Government                | 12%      | (7)   | 88%          | (53)  | 61      |
| Employ: Self-Employed             | 27%      | (19)  | 73%          | (51)  | 70      |
| Employ: Retired                   | 19%      | (46)  | 81%          | (197) | 243     |
| Employ: Unemployed                | 15%      | (25)  | 85%          | (137) | 162     |
| Employ: Other                     | 9%       | (6)   | 91%          | (63)  | 69      |
| Military HH: Yes                  | 9%       | (15)  | 91%          | (143) | 158     |
| Military HH: No                   | 18%      | (156) | 82%          | (715) | 871     |
| RD/WT: Right Direction            | 15%      | (41)  | 85%          | (236) | 277     |
| RD/WT: Wrong Track                | 17%      | (130) | 83%          | (622) | 752     |
| Trump Job Approve                 | 16%      | (63)  | 84%          | (331) | 394     |
| Trump Job Disapprove              | 17%      | (103) | 83%          | (499) | 602     |
| Trump Job Strongly Approve        | 19%      | (42)  | 81%          | (184) | 227     |
| Trump Job Somewhat Approve        | 12%      | (21)  | 88%          | (146) | 167     |
| Trump Job Somewhat Disapprove     | 10%      | (11)  | 90%          | (95)  | 106     |
| Trump Job Strongly Disapprove     | 19%      | (92)  | 81%          | (404) | 496     |

Continued on next page

**Table CMS7\_24NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is accessible via multiple channels (i.e. online, mobile, in-store)

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 17%      | (171) | 83%          | (858) | 1029    |
| Favorable of Trump                   | 17%      | (64)  | 83%          | (306) | 370     |
| Unfavorable of Trump                 | 17%      | (101) | 83%          | (512) | 614     |
| Very Favorable of Trump              | 20%      | (43)  | 80%          | (171) | 215     |
| Somewhat Favorable of Trump          | 14%      | (21)  | 86%          | (134) | 156     |
| Somewhat Unfavorable of Trump        | 12%      | (11)  | 88%          | (84)  | 95      |
| Very Unfavorable of Trump            | 17%      | (90)  | 83%          | (428) | 518     |
| #1 Issue: Economy                    | 16%      | (56)  | 84%          | (291) | 347     |
| #1 Issue: Security                   | 16%      | (19)  | 84%          | (98)  | 117     |
| #1 Issue: Health Care                | 18%      | (39)  | 82%          | (172) | 210     |
| #1 Issue: Medicare / Social Security | 13%      | (17)  | 87%          | (120) | 137     |
| #1 Issue: Education                  | 17%      | (9)   | 83%          | (43)  | 52      |
| #1 Issue: Other                      | 24%      | (19)  | 76%          | (62)  | 81      |
| 2018 House Vote: Democrat            | 16%      | (52)  | 84%          | (279) | 332     |
| 2018 House Vote: Republican          | 13%      | (40)  | 87%          | (258) | 297     |
| 2016 Vote: Hillary Clinton           | 17%      | (51)  | 83%          | (245) | 296     |
| 2016 Vote: Donald Trump              | 14%      | (44)  | 86%          | (276) | 320     |
| 2016 Vote: Other                     | 19%      | (14)  | 81%          | (61)  | 75      |
| 2016 Vote: Didn't Vote               | 18%      | (62)  | 82%          | (276) | 338     |
| Voted in 2014: Yes                   | 16%      | (91)  | 84%          | (480) | 571     |
| Voted in 2014: No                    | 17%      | (80)  | 83%          | (378) | 457     |
| 2012 Vote: Barack Obama              | 18%      | (65)  | 82%          | (299) | 364     |
| 2012 Vote: Mitt Romney               | 16%      | (37)  | 84%          | (192) | 229     |
| 2012 Vote: Didn't Vote               | 17%      | (66)  | 83%          | (330) | 396     |
| 4-Region: Northeast                  | 15%      | (27)  | 85%          | (154) | 181     |
| 4-Region: Midwest                    | 18%      | (40)  | 82%          | (186) | 226     |
| 4-Region: South                      | 17%      | (63)  | 83%          | (306) | 369     |
| 4-Region: West                       | 16%      | (40)  | 84%          | (212) | 253     |
| Frequent Flyer                       | 20%      | (26)  | 80%          | (103) | 129     |
| International Travel                 | 16%      | (30)  | 84%          | (154) | 184     |
| Sports fans                          | 14%      | (92)  | 86%          | (567) | 659     |

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**Table CMS7\_24NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Is accessible via multiple channels (i.e. online, mobile, in-store)

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 17% (171) | 83% (858)    | 1029    |
| Heard a lot/some about new H1N1       | 15% (72)  | 85% (413)    | 486     |
| Heard not much/nothing about new H1N1 | 18% (99)  | 82% (444)    | 543     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_25NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
*Respects and protects customers' privacy and security*

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 43% (409) | 57% (547)    | 957     |
| Gender: Male             | 39% (174) | 61% (278)    | 452     |
| Gender: Female           | 47% (235) | 53% (269)    | 504     |
| Age: 18-34               | 38% (97)  | 62% (162)    | 259     |
| Age: 35-44               | 41% (72)  | 59% (103)    | 175     |
| Age: 45-64               | 47% (159) | 53% (182)    | 340     |
| Age: 65+                 | 45% (81)  | 55% (101)    | 182     |
| GenZers: 1997-2012       | 38% (50)  | 62% (80)     | 131     |
| Millennials: 1981-1996   | 38% (85)  | 62% (139)    | 223     |
| GenXers: 1965-1980       | 42% (95)  | 58% (132)    | 227     |
| Baby Boomers: 1946-1964  | 48% (166) | 52% (178)    | 344     |
| PID: Dem (no lean)       | 39% (142) | 61% (227)    | 369     |
| PID: Ind (no lean)       | 43% (134) | 57% (176)    | 310     |
| PID: Rep (no lean)       | 48% (134) | 52% (145)    | 279     |
| PID/Gender: Dem Men      | 36% (54)  | 64% (95)     | 150     |
| PID/Gender: Dem Women    | 40% (88)  | 60% (131)    | 219     |
| PID/Gender: Ind Men      | 37% (61)  | 63% (105)    | 167     |
| PID/Gender: Ind Women    | 51% (73)  | 49% (70)     | 143     |
| PID/Gender: Rep Men      | 43% (59)  | 57% (77)     | 136     |
| PID/Gender: Rep Women    | 53% (75)  | 47% (68)     | 142     |
| Ideo: Liberal (1-3)      | 36% (103) | 64% (182)    | 286     |
| Ideo: Moderate (4)       | 46% (114) | 54% (136)    | 251     |
| Ideo: Conservative (5-7) | 45% (135) | 55% (169)    | 304     |
| Educ: < College          | 42% (274) | 58% (376)    | 651     |
| Educ: Bachelors degree   | 47% (95)  | 53% (108)    | 203     |
| Educ: Post-grad          | 39% (41)  | 61% (63)     | 104     |
| Income: Under 50k        | 41% (215) | 59% (308)    | 522     |
| Income: 50k-100k         | 46% (130) | 54% (150)    | 279     |
| Income: 100k+            | 42% (65)  | 58% (90)     | 155     |
| Ethnicity: White         | 43% (327) | 57% (427)    | 754     |
| Ethnicity: Hispanic      | 36% (56)  | 64% (100)    | 156     |

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**Table CMS7\_25NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Respects and protects customers' privacy and security

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 43%      | (409) | 57%          | (547) | 957     |
| Ethnicity: Afr. Am.               | 51%      | (52)  | 49%          | (49)  | 102     |
| Ethnicity: Other                  | 30%      | (30)  | 70%          | (71)  | 101     |
| All Christian                     | 45%      | (197) | 55%          | (241) | 439     |
| All Non-Christian                 | 28%      | (18)  | 72%          | (47)  | 65      |
| Agnostic/Nothing in particular    | 41%      | (91)  | 59%          | (133) | 223     |
| Something Else                    | 46%      | (84)  | 54%          | (98)  | 182     |
| Religious Non-Protestant/Catholic | 34%      | (28)  | 66%          | (54)  | 82      |
| Evangelical                       | 50%      | (128) | 50%          | (126) | 254     |
| Non-Evangelical                   | 41%      | (141) | 59%          | (204) | 345     |
| Community: Urban                  | 41%      | (101) | 59%          | (146) | 247     |
| Community: Suburban               | 46%      | (205) | 54%          | (242) | 447     |
| Community: Rural                  | 39%      | (103) | 61%          | (159) | 262     |
| Employ: Private Sector            | 41%      | (100) | 59%          | (143) | 242     |
| Employ: Government                | 39%      | (23)  | 61%          | (36)  | 59      |
| Employ: Self-Employed             | 39%      | (36)  | 61%          | (57)  | 93      |
| Employ: Homemaker                 | 51%      | (34)  | 49%          | (33)  | 67      |
| Employ: Retired                   | 48%      | (105) | 52%          | (113) | 218     |
| Employ: Unemployed                | 44%      | (65)  | 56%          | (82)  | 147     |
| Employ: Other                     | 32%      | (21)  | 68%          | (45)  | 66      |
| Military HH: Yes                  | 43%      | (62)  | 57%          | (81)  | 143     |
| Military HH: No                   | 43%      | (348) | 57%          | (466) | 814     |
| RD/WT: Right Direction            | 41%      | (99)  | 59%          | (140) | 240     |
| RD/WT: Wrong Track                | 43%      | (310) | 57%          | (407) | 717     |
| Trump Job Approve                 | 44%      | (153) | 56%          | (196) | 349     |
| Trump Job Disapprove              | 43%      | (244) | 57%          | (323) | 568     |
| Trump Job Strongly Approve        | 41%      | (78)  | 59%          | (113) | 191     |
| Trump Job Somewhat Approve        | 47%      | (75)  | 53%          | (83)  | 158     |
| Trump Job Somewhat Disapprove     | 43%      | (43)  | 57%          | (56)  | 99      |
| Trump Job Strongly Disapprove     | 43%      | (202) | 57%          | (267) | 469     |

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**Table CMS7\_25NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
*Respects and protects customers' privacy and security*

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 43% (409) | 57% (547)    | 957     |
| Favorable of Trump                   | 45% (155) | 55% (186)    | 342     |
| Unfavorable of Trump                 | 42% (243) | 58% (334)    | 578     |
| Very Favorable of Trump              | 45% (88)  | 55% (109)    | 197     |
| Somewhat Favorable of Trump          | 46% (67)  | 54% (77)     | 144     |
| Somewhat Unfavorable of Trump        | 46% (45)  | 54% (54)     | 100     |
| Very Unfavorable of Trump            | 41% (198) | 59% (280)    | 478     |
| #1 Issue: Economy                    | 45% (141) | 55% (170)    | 311     |
| #1 Issue: Security                   | 41% (52)  | 59% (76)     | 128     |
| #1 Issue: Health Care                | 37% (77)  | 63% (130)    | 207     |
| #1 Issue: Medicare / Social Security | 42% (45)  | 58% (63)     | 109     |
| #1 Issue: Other                      | 58% (45)  | 42% (33)     | 79      |
| 2018 House Vote: Democrat            | 39% (143) | 61% (221)    | 364     |
| 2018 House Vote: Republican          | 47% (125) | 53% (141)    | 266     |
| 2016 Vote: Hillary Clinton           | 38% (121) | 62% (195)    | 316     |
| 2016 Vote: Donald Trump              | 47% (140) | 53% (158)    | 298     |
| 2016 Vote: Other                     | 44% (27)  | 56% (34)     | 61      |
| 2016 Vote: Didn't Vote               | 43% (121) | 57% (160)    | 281     |
| Voted in 2014: Yes                   | 43% (238) | 57% (321)    | 560     |
| Voted in 2014: No                    | 43% (171) | 57% (226)    | 397     |
| 2012 Vote: Barack Obama              | 42% (150) | 58% (203)    | 353     |
| 2012 Vote: Mitt Romney               | 45% (95)  | 55% (114)    | 210     |
| 2012 Vote: Didn't Vote               | 41% (142) | 59% (205)    | 347     |
| 4-Region: Northeast                  | 47% (73)  | 53% (83)     | 156     |
| 4-Region: Midwest                    | 39% (77)  | 61% (122)    | 200     |
| 4-Region: South                      | 50% (178) | 50% (182)    | 360     |
| 4-Region: West                       | 33% (81)  | 67% (161)    | 241     |
| Frequent Flyer                       | 34% (40)  | 66% (76)     | 116     |
| International Travel                 | 37% (69)  | 63% (116)    | 185     |
| Sports fans                          | 43% (269) | 57% (359)    | 629     |
| Heard a lot/some about new H1N1      | 41% (186) | 59% (264)    | 450     |

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**Table CMS7\_25NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Respects and protects customers' privacy and security*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 43% (409) | 57% (547)    | 957     |
| Heard not much/nothing about new H1N1 | 44% (224) | 56% (283)    | 507     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_26NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Acts and communicates authentically, honestly, and with transparency

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 30%      | (304) | 70%          | (706) | 1010    |
| Gender: Male             | 31%      | (148) | 69%          | (336) | 484     |
| Gender: Female           | 30%      | (156) | 70%          | (370) | 526     |
| Age: 18-34               | 29%      | (92)  | 71%          | (221) | 314     |
| Age: 35-44               | 29%      | (49)  | 71%          | (121) | 171     |
| Age: 45-64               | 30%      | (101) | 70%          | (235) | 336     |
| Age: 65+                 | 33%      | (62)  | 67%          | (128) | 189     |
| GenZers: 1997-2012       | 31%      | (49)  | 69%          | (111) | 160     |
| Millennials: 1981-1996   | 28%      | (63)  | 72%          | (165) | 227     |
| GenXers: 1965-1980       | 30%      | (74)  | 70%          | (173) | 247     |
| Baby Boomers: 1946-1964  | 32%      | (108) | 68%          | (229) | 337     |
| PID: Dem (no lean)       | 31%      | (118) | 69%          | (259) | 377     |
| PID: Ind (no lean)       | 33%      | (112) | 67%          | (229) | 340     |
| PID: Rep (no lean)       | 25%      | (74)  | 75%          | (219) | 293     |
| PID/Gender: Dem Men      | 30%      | (51)  | 70%          | (122) | 173     |
| PID/Gender: Dem Women    | 33%      | (67)  | 67%          | (137) | 203     |
| PID/Gender: Ind Men      | 32%      | (53)  | 68%          | (114) | 167     |
| PID/Gender: Ind Women    | 34%      | (59)  | 66%          | (115) | 174     |
| PID/Gender: Rep Men      | 30%      | (43)  | 70%          | (101) | 144     |
| PID/Gender: Rep Women    | 21%      | (31)  | 79%          | (118) | 149     |
| Ideo: Liberal (1-3)      | 33%      | (99)  | 67%          | (203) | 302     |
| Ideo: Moderate (4)       | 31%      | (85)  | 69%          | (193) | 278     |
| Ideo: Conservative (5-7) | 28%      | (90)  | 72%          | (229) | 319     |
| Educ: < College          | 29%      | (200) | 71%          | (482) | 682     |
| Educ: Bachelors degree   | 30%      | (65)  | 70%          | (149) | 214     |
| Educ: Post-grad          | 34%      | (39)  | 66%          | (75)  | 114     |
| Income: Under 50k        | 30%      | (165) | 70%          | (385) | 550     |
| Income: 50k-100k         | 29%      | (87)  | 71%          | (217) | 304     |
| Income: 100k+            | 33%      | (52)  | 67%          | (104) | 156     |
| Ethnicity: White         | 32%      | (245) | 68%          | (524) | 769     |
| Ethnicity: Hispanic      | 28%      | (47)  | 72%          | (121) | 168     |

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**Table CMS7\_26NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Acts and communicates authentically, honestly, and with transparency

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 30%      | (304) | 70%          | (706) | 1010    |
| Ethnicity: Afr. Am.               | 26%      | (36)  | 74%          | (100) | 136     |
| Ethnicity: Other                  | 22%      | (23)  | 78%          | (83)  | 106     |
| All Christian                     | 31%      | (143) | 69%          | (323) | 466     |
| Atheist                           | 23%      | (14)  | 77%          | (46)  | 60      |
| Agnostic/Nothing in particular    | 36%      | (92)  | 64%          | (166) | 258     |
| Something Else                    | 24%      | (43)  | 76%          | (138) | 181     |
| Religious Non-Protestant/Catholic | 34%      | (20)  | 66%          | (40)  | 60      |
| Evangelical                       | 22%      | (54)  | 78%          | (192) | 246     |
| Non-Evangelical                   | 32%      | (120) | 68%          | (260) | 380     |
| Community: Urban                  | 33%      | (93)  | 67%          | (189) | 283     |
| Community: Suburban               | 32%      | (156) | 68%          | (331) | 487     |
| Community: Rural                  | 23%      | (55)  | 77%          | (185) | 240     |
| Employ: Private Sector            | 29%      | (80)  | 71%          | (191) | 271     |
| Employ: Government                | 37%      | (23)  | 63%          | (40)  | 63      |
| Employ: Self-Employed             | 28%      | (24)  | 72%          | (64)  | 88      |
| Employ: Homemaker                 | 19%      | (13)  | 81%          | (58)  | 72      |
| Employ: Retired                   | 31%      | (71)  | 69%          | (156) | 227     |
| Employ: Unemployed                | 28%      | (39)  | 72%          | (103) | 142     |
| Employ: Other                     | 42%      | (27)  | 58%          | (38)  | 66      |
| Military HH: Yes                  | 34%      | (52)  | 66%          | (102) | 154     |
| Military HH: No                   | 29%      | (252) | 71%          | (604) | 856     |
| RD/WT: Right Direction            | 26%      | (66)  | 74%          | (190) | 257     |
| RD/WT: Wrong Track                | 32%      | (237) | 68%          | (516) | 753     |
| Trump Job Approve                 | 27%      | (104) | 73%          | (284) | 389     |
| Trump Job Disapprove              | 32%      | (192) | 68%          | (404) | 596     |
| Trump Job Strongly Approve        | 23%      | (46)  | 77%          | (152) | 198     |
| Trump Job Somewhat Approve        | 31%      | (59)  | 69%          | (132) | 191     |
| Trump Job Somewhat Disapprove     | 23%      | (25)  | 77%          | (87)  | 112     |
| Trump Job Strongly Disapprove     | 34%      | (167) | 66%          | (317) | 484     |

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**Table CMS7\_26NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
*Acts and communicates authentically, honestly, and with transparency*

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 30%      | (304) | 70%          | (706) | 1010    |
| Favorable of Trump                   | 28%      | (100) | 72%          | (258) | 358     |
| Unfavorable of Trump                 | 32%      | (195) | 68%          | (411) | 606     |
| Very Favorable of Trump              | 24%      | (46)  | 76%          | (148) | 194     |
| Somewhat Favorable of Trump          | 33%      | (54)  | 67%          | (110) | 164     |
| Somewhat Unfavorable of Trump        | 23%      | (24)  | 77%          | (80)  | 103     |
| Very Unfavorable of Trump            | 34%      | (171) | 66%          | (332) | 503     |
| #1 Issue: Economy                    | 30%      | (95)  | 70%          | (218) | 314     |
| #1 Issue: Security                   | 30%      | (32)  | 70%          | (74)  | 106     |
| #1 Issue: Health Care                | 28%      | (58)  | 72%          | (150) | 209     |
| #1 Issue: Medicare / Social Security | 26%      | (35)  | 74%          | (99)  | 134     |
| #1 Issue: Women's Issues             | 24%      | (14)  | 76%          | (44)  | 58      |
| #1 Issue: Education                  | 29%      | (20)  | 71%          | (49)  | 69      |
| #1 Issue: Other                      | 41%      | (31)  | 59%          | (45)  | 75      |
| 2018 House Vote: Democrat            | 34%      | (115) | 66%          | (224) | 339     |
| 2018 House Vote: Republican          | 26%      | (76)  | 74%          | (214) | 290     |
| 2016 Vote: Hillary Clinton           | 32%      | (104) | 68%          | (223) | 327     |
| 2016 Vote: Donald Trump              | 26%      | (78)  | 74%          | (221) | 299     |
| 2016 Vote: Other                     | 40%      | (23)  | 60%          | (35)  | 58      |
| 2016 Vote: Didn't Vote               | 31%      | (99)  | 69%          | (226) | 326     |
| Voted in 2014: Yes                   | 31%      | (174) | 69%          | (391) | 565     |
| Voted in 2014: No                    | 29%      | (130) | 71%          | (315) | 444     |
| 2012 Vote: Barack Obama              | 32%      | (114) | 68%          | (239) | 354     |
| 2012 Vote: Mitt Romney               | 27%      | (61)  | 73%          | (166) | 226     |
| 2012 Vote: Didn't Vote               | 30%      | (120) | 70%          | (273) | 393     |
| 4-Region: Northeast                  | 28%      | (53)  | 72%          | (134) | 187     |
| 4-Region: Midwest                    | 29%      | (61)  | 71%          | (145) | 206     |
| 4-Region: South                      | 29%      | (109) | 71%          | (264) | 372     |
| 4-Region: West                       | 33%      | (81)  | 67%          | (162) | 244     |
| Frequent Flyer                       | 29%      | (37)  | 71%          | (90)  | 128     |
| International Travel                 | 28%      | (58)  | 72%          | (151) | 209     |

Continued on next page

**Table CMS7\_26NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Acts and communicates authentically, honestly, and with transparency

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 30% (304) | 70% (706)    | 1010    |
| Sports fans                           | 30% (206) | 70% (475)    | 681     |
| Heard a lot/some about new H1N1       | 35% (155) | 65% (293)    | 449     |
| Heard not much/nothing about new H1N1 | 26% (149) | 74% (413)    | 561     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_27NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has a good reputation

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 47% (480) | 53% (533)    | 1013    |
| Gender: Male             | 47% (226) | 53% (256)    | 482     |
| Gender: Female           | 48% (255) | 52% (276)    | 531     |
| Age: 18-34               | 43% (116) | 57% (156)    | 272     |
| Age: 35-44               | 51% (77)  | 49% (74)     | 151     |
| Age: 45-64               | 47% (177) | 53% (202)    | 380     |
| Age: 65+                 | 52% (110) | 48% (101)    | 211     |
| GenZers: 1997-2012       | 47% (69)  | 53% (77)     | 146     |
| Millennials: 1981-1996   | 46% (93)  | 54% (111)    | 203     |
| GenXers: 1965-1980       | 44% (116) | 56% (145)    | 261     |
| Baby Boomers: 1946-1964  | 49% (174) | 51% (184)    | 358     |
| PID: Dem (no lean)       | 43% (155) | 57% (210)    | 366     |
| PID: Ind (no lean)       | 48% (163) | 52% (175)    | 338     |
| PID: Rep (no lean)       | 52% (162) | 48% (147)    | 310     |
| PID/Gender: Dem Men      | 45% (70)  | 55% (86)     | 157     |
| PID/Gender: Dem Women    | 41% (85)  | 59% (124)    | 209     |
| PID/Gender: Ind Men      | 48% (81)  | 52% (86)     | 167     |
| PID/Gender: Ind Women    | 48% (82)  | 52% (89)     | 171     |
| PID/Gender: Rep Men      | 47% (75)  | 53% (84)     | 158     |
| PID/Gender: Rep Women    | 58% (88)  | 42% (63)     | 151     |
| Ideo: Liberal (1-3)      | 42% (128) | 58% (176)    | 304     |
| Ideo: Moderate (4)       | 49% (126) | 51% (130)    | 256     |
| Ideo: Conservative (5-7) | 54% (187) | 46% (161)    | 348     |
| Educ: < College          | 47% (321) | 53% (358)    | 679     |
| Educ: Bachelors degree   | 46% (98)  | 54% (115)    | 214     |
| Educ: Post-grad          | 51% (61)  | 49% (59)     | 120     |
| Income: Under 50k        | 47% (256) | 53% (288)    | 543     |
| Income: 50k-100k         | 48% (144) | 52% (156)    | 299     |
| Income: 100k+            | 48% (81)  | 52% (89)     | 170     |
| Ethnicity: White         | 47% (376) | 53% (423)    | 799     |
| Ethnicity: Hispanic      | 53% (72)  | 47% (63)     | 136     |

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**Table CMS7\_27NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has a good reputation

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 47%      | (480) | 53%          | (533) | 1013    |
| Ethnicity: Afr. Am.               | 44%      | (53)  | 56%          | (67)  | 120     |
| Ethnicity: Other                  | 54%      | (51)  | 46%          | (43)  | 94      |
| All Christian                     | 50%      | (242) | 50%          | (246) | 488     |
| All Non-Christian                 | 36%      | (21)  | 64%          | (38)  | 59      |
| Atheist                           | 57%      | (40)  | 43%          | (30)  | 69      |
| Agnostic/Nothing in particular    | 44%      | (99)  | 56%          | (127) | 226     |
| Something Else                    | 46%      | (78)  | 54%          | (92)  | 170     |
| Religious Non-Protestant/Catholic | 44%      | (36)  | 56%          | (45)  | 81      |
| Evangelical                       | 52%      | (118) | 48%          | (110) | 227     |
| Non-Evangelical                   | 46%      | (183) | 54%          | (217) | 399     |
| Community: Urban                  | 43%      | (123) | 57%          | (162) | 286     |
| Community: Suburban               | 51%      | (241) | 49%          | (236) | 477     |
| Community: Rural                  | 46%      | (116) | 54%          | (135) | 250     |
| Employ: Private Sector            | 44%      | (128) | 56%          | (164) | 292     |
| Employ: Government                | 56%      | (41)  | 44%          | (32)  | 72      |
| Employ: Self-Employed             | 41%      | (37)  | 59%          | (54)  | 92      |
| Employ: Homemaker                 | 43%      | (26)  | 57%          | (34)  | 61      |
| Employ: Retired                   | 50%      | (114) | 50%          | (113) | 227     |
| Employ: Unemployed                | 60%      | (72)  | 40%          | (49)  | 121     |
| Employ: Other                     | 44%      | (31)  | 56%          | (39)  | 70      |
| Military HH: Yes                  | 47%      | (71)  | 53%          | (81)  | 151     |
| Military HH: No                   | 48%      | (410) | 52%          | (452) | 862     |
| RD/WT: Right Direction            | 49%      | (131) | 51%          | (139) | 271     |
| RD/WT: Wrong Track                | 47%      | (349) | 53%          | (393) | 742     |
| Trump Job Approve                 | 49%      | (194) | 51%          | (198) | 392     |
| Trump Job Disapprove              | 47%      | (274) | 53%          | (308) | 582     |
| Trump Job Strongly Approve        | 50%      | (110) | 50%          | (112) | 222     |
| Trump Job Somewhat Approve        | 49%      | (84)  | 51%          | (86)  | 170     |
| Trump Job Somewhat Disapprove     | 46%      | (47)  | 54%          | (55)  | 102     |
| Trump Job Strongly Disapprove     | 47%      | (228) | 53%          | (253) | 480     |

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**Table CMS7\_27NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has a good reputation

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 47% (480) | 53% (533)    | 1013    |
| Favorable of Trump                   | 52% (199) | 48% (182)    | 381     |
| Unfavorable of Trump                 | 46% (271) | 54% (320)    | 591     |
| Very Favorable of Trump              | 55% (120) | 45% (98)     | 218     |
| Somewhat Favorable of Trump          | 49% (79)  | 51% (84)     | 163     |
| Somewhat Unfavorable of Trump        | 48% (45)  | 52% (49)     | 94      |
| Very Unfavorable of Trump            | 46% (226) | 54% (270)    | 496     |
| #1 Issue: Economy                    | 52% (170) | 48% (155)    | 326     |
| #1 Issue: Security                   | 52% (71)  | 48% (65)     | 136     |
| #1 Issue: Health Care                | 47% (87)  | 53% (98)     | 184     |
| #1 Issue: Medicare / Social Security | 50% (65)  | 50% (64)     | 129     |
| #1 Issue: Education                  | 31% (17)  | 69% (37)     | 54      |
| #1 Issue: Other                      | 31% (28)  | 69% (64)     | 93      |
| 2018 House Vote: Democrat            | 42% (138) | 58% (194)    | 332     |
| 2018 House Vote: Republican          | 53% (159) | 47% (142)    | 301     |
| 2016 Vote: Hillary Clinton           | 43% (132) | 57% (177)    | 309     |
| 2016 Vote: Donald Trump              | 51% (160) | 49% (154)    | 314     |
| 2016 Vote: Other                     | 47% (33)  | 53% (38)     | 72      |
| 2016 Vote: Didn't Vote               | 48% (154) | 52% (164)    | 318     |
| Voted in 2014: Yes                   | 49% (291) | 51% (309)    | 600     |
| Voted in 2014: No                    | 46% (189) | 54% (224)    | 413     |
| 2012 Vote: Barack Obama              | 46% (167) | 54% (194)    | 362     |
| 2012 Vote: Mitt Romney               | 55% (135) | 45% (112)    | 247     |
| 2012 Vote: Didn't Vote               | 45% (162) | 55% (199)    | 362     |
| 4-Region: Northeast                  | 47% (94)  | 53% (105)    | 199     |
| 4-Region: Midwest                    | 49% (107) | 51% (113)    | 221     |
| 4-Region: South                      | 50% (174) | 50% (177)    | 351     |
| 4-Region: West                       | 44% (106) | 56% (137)    | 243     |
| Frequent Flyer                       | 47% (56)  | 53% (63)     | 119     |
| International Travel                 | 42% (85)  | 58% (115)    | 200     |
| Sports fans                          | 46% (311) | 54% (360)    | 671     |

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**Table CMS7\_27NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Has a good reputation*

| <b>Demographic</b>                    | <b>Selected</b> | <b>Not Selected</b> | <b>Total N</b> |
|---------------------------------------|-----------------|---------------------|----------------|
| Adults                                | 47% (480)       | 53% (533)           | 1013           |
| Heard a lot/some about new H1N1       | 46% (208)       | 54% (241)           | 450            |
| Heard not much/nothing about new H1N1 | 48% (272)       | 52% (291)           | 563            |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_28NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is moving their industry in a positive direction

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 20% (200) | 80% (795)    | 995     |
| Gender: Male             | 23% (105) | 77% (358)    | 463     |
| Gender: Female           | 18% (95)  | 82% (437)    | 532     |
| Age: 18-34               | 27% (86)  | 73% (237)    | 323     |
| Age: 35-44               | 20% (28)  | 80% (113)    | 141     |
| Age: 45-64               | 18% (59)  | 82% (271)    | 330     |
| Age: 65+                 | 14% (28)  | 86% (173)    | 201     |
| GenZers: 1997-2012       | 25% (43)  | 75% (126)    | 169     |
| Millennials: 1981-1996   | 26% (58)  | 74% (161)    | 219     |
| GenXers: 1965-1980       | 19% (44)  | 81% (185)    | 229     |
| Baby Boomers: 1946-1964  | 15% (50)  | 85% (287)    | 336     |
| PID: Dem (no lean)       | 18% (68)  | 82% (302)    | 370     |
| PID: Ind (no lean)       | 22% (73)  | 78% (253)    | 326     |
| PID: Rep (no lean)       | 20% (59)  | 80% (240)    | 299     |
| PID/Gender: Dem Men      | 19% (29)  | 81% (126)    | 155     |
| PID/Gender: Dem Women    | 18% (39)  | 82% (176)    | 214     |
| PID/Gender: Ind Men      | 26% (42)  | 74% (119)    | 161     |
| PID/Gender: Ind Women    | 19% (31)  | 81% (134)    | 165     |
| PID/Gender: Rep Men      | 23% (34)  | 77% (113)    | 147     |
| PID/Gender: Rep Women    | 16% (25)  | 84% (127)    | 152     |
| Ideo: Liberal (1-3)      | 17% (43)  | 83% (212)    | 255     |
| Ideo: Moderate (4)       | 20% (51)  | 80% (205)    | 256     |
| Ideo: Conservative (5-7) | 20% (71)  | 80% (282)    | 353     |
| Educ: < College          | 21% (151) | 79% (550)    | 701     |
| Educ: Bachelors degree   | 15% (27)  | 85% (159)    | 186     |
| Educ: Post-grad          | 21% (23)  | 79% (86)     | 108     |
| Income: Under 50k        | 21% (111) | 79% (414)    | 525     |
| Income: 50k-100k         | 18% (58)  | 82% (265)    | 323     |
| Income: 100k+            | 21% (31)  | 79% (116)    | 147     |
| Ethnicity: White         | 18% (140) | 82% (643)    | 783     |
| Ethnicity: Hispanic      | 19% (30)  | 81% (127)    | 156     |

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**Table CMS7\_28NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Is moving their industry in a positive direction

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 20%      | (200) | 80%          | (795) | 995     |
| Ethnicity: Afr. Am.               | 29%      | (39)  | 71%          | (97)  | 136     |
| Ethnicity: Other                  | 28%      | (22)  | 72%          | (55)  | 76      |
| All Christian                     | 18%      | (84)  | 82%          | (369) | 452     |
| All Non-Christian                 | 15%      | (8)   | 85%          | (43)  | 51      |
| Atheist                           | 21%      | (11)  | 79%          | (41)  | 52      |
| Agnostic/Nothing in particular    | 21%      | (48)  | 79%          | (187) | 235     |
| Something Else                    | 24%      | (50)  | 76%          | (155) | 205     |
| Religious Non-Protestant/Catholic | 14%      | (9)   | 86%          | (54)  | 63      |
| Evangelical                       | 21%      | (56)  | 79%          | (214) | 270     |
| Non-Evangelical                   | 21%      | (76)  | 79%          | (294) | 370     |
| Community: Urban                  | 17%      | (42)  | 83%          | (208) | 250     |
| Community: Suburban               | 22%      | (106) | 78%          | (371) | 477     |
| Community: Rural                  | 19%      | (52)  | 81%          | (217) | 268     |
| Employ: Private Sector            | 22%      | (60)  | 78%          | (212) | 273     |
| Employ: Government                | 16%      | (10)  | 84%          | (53)  | 63      |
| Employ: Self-Employed             | 19%      | (14)  | 81%          | (60)  | 74      |
| Employ: Homemaker                 | 16%      | (11)  | 84%          | (59)  | 70      |
| Employ: Retired                   | 13%      | (30)  | 87%          | (198) | 229     |
| Employ: Unemployed                | 27%      | (40)  | 73%          | (107) | 146     |
| Employ: Other                     | 20%      | (12)  | 80%          | (47)  | 59      |
| Military HH: Yes                  | 14%      | (23)  | 86%          | (140) | 164     |
| Military HH: No                   | 21%      | (177) | 79%          | (655) | 832     |
| RD/WT: Right Direction            | 18%      | (52)  | 82%          | (230) | 282     |
| RD/WT: Wrong Track                | 21%      | (148) | 79%          | (564) | 713     |
| Trump Job Approve                 | 18%      | (73)  | 82%          | (321) | 394     |
| Trump Job Disapprove              | 21%      | (114) | 79%          | (442) | 556     |
| Trump Job Strongly Approve        | 15%      | (33)  | 85%          | (185) | 219     |
| Trump Job Somewhat Approve        | 22%      | (40)  | 78%          | (136) | 176     |
| Trump Job Somewhat Disapprove     | 15%      | (17)  | 85%          | (95)  | 113     |
| Trump Job Strongly Disapprove     | 22%      | (97)  | 78%          | (347) | 444     |

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**Table CMS7\_28NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is moving their industry in a positive direction

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 20%      | (200) | 80%          | (795) | 995     |
| Favorable of Trump                   | 18%      | (67)  | 82%          | (311) | 378     |
| Unfavorable of Trump                 | 22%      | (123) | 78%          | (449) | 572     |
| Very Favorable of Trump              | 15%      | (32)  | 85%          | (181) | 214     |
| Somewhat Favorable of Trump          | 21%      | (35)  | 79%          | (129) | 165     |
| Somewhat Unfavorable of Trump        | 19%      | (17)  | 81%          | (72)  | 89      |
| Very Unfavorable of Trump            | 22%      | (106) | 78%          | (376) | 483     |
| #1 Issue: Economy                    | 25%      | (80)  | 75%          | (243) | 323     |
| #1 Issue: Security                   | 13%      | (15)  | 87%          | (100) | 115     |
| #1 Issue: Health Care                | 22%      | (41)  | 78%          | (147) | 187     |
| #1 Issue: Medicare / Social Security | 18%      | (25)  | 82%          | (112) | 137     |
| #1 Issue: Education                  | 21%      | (13)  | 79%          | (51)  | 64      |
| #1 Issue: Other                      | 15%      | (13)  | 85%          | (77)  | 90      |
| 2018 House Vote: Democrat            | 19%      | (64)  | 81%          | (275) | 339     |
| 2018 House Vote: Republican          | 18%      | (49)  | 82%          | (228) | 276     |
| 2016 Vote: Hillary Clinton           | 21%      | (60)  | 79%          | (233) | 293     |
| 2016 Vote: Donald Trump              | 16%      | (51)  | 84%          | (259) | 309     |
| 2016 Vote: Other                     | 23%      | (15)  | 77%          | (50)  | 65      |
| 2016 Vote: Didn't Vote               | 23%      | (75)  | 77%          | (253) | 328     |
| Voted in 2014: Yes                   | 18%      | (102) | 82%          | (460) | 562     |
| Voted in 2014: No                    | 23%      | (98)  | 77%          | (335) | 433     |
| 2012 Vote: Barack Obama              | 20%      | (66)  | 80%          | (263) | 328     |
| 2012 Vote: Mitt Romney               | 14%      | (34)  | 86%          | (203) | 237     |
| 2012 Vote: Didn't Vote               | 23%      | (90)  | 77%          | (301) | 391     |
| 4-Region: Northeast                  | 18%      | (34)  | 82%          | (154) | 188     |
| 4-Region: Midwest                    | 22%      | (46)  | 78%          | (162) | 209     |
| 4-Region: South                      | 22%      | (82)  | 78%          | (294) | 376     |
| 4-Region: West                       | 17%      | (39)  | 83%          | (185) | 223     |
| Frequent Flyer                       | 14%      | (16)  | 86%          | (101) | 117     |
| International Travel                 | 17%      | (30)  | 83%          | (148) | 178     |
| Sports fans                          | 20%      | (134) | 80%          | (526) | 660     |

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**Table CMS7\_28NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Is moving their industry in a positive direction*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 20% (200) | 80% (795)    | 995     |
| Heard a lot/some about new H1N1       | 20% (93)  | 80% (362)    | 455     |
| Heard not much/nothing about new H1N1 | 20% (107) | 80% (433)    | 540     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_29NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Is convenient

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 37% (371) | 63% (636)    | 1007    |
| Gender: Male             | 40% (191) | 60% (289)    | 480     |
| Gender: Female           | 34% (180) | 66% (347)    | 527     |
| Age: 18-34               | 30% (90)  | 70% (208)    | 298     |
| Age: 35-44               | 37% (62)  | 63% (104)    | 166     |
| Age: 45-64               | 41% (137) | 59% (201)    | 338     |
| Age: 65+                 | 40% (82)  | 60% (123)    | 205     |
| GenZers: 1997-2012       | 26% (41)  | 74% (115)    | 156     |
| Millennials: 1981-1996   | 34% (77)  | 66% (147)    | 225     |
| GenXers: 1965-1980       | 42% (104) | 58% (145)    | 249     |
| Baby Boomers: 1946-1964  | 39% (138) | 61% (211)    | 349     |
| PID: Dem (no lean)       | 29% (108) | 71% (263)    | 371     |
| PID: Ind (no lean)       | 37% (113) | 63% (192)    | 305     |
| PID: Rep (no lean)       | 45% (149) | 55% (181)    | 331     |
| PID/Gender: Dem Men      | 30% (48)  | 70% (113)    | 161     |
| PID/Gender: Dem Women    | 29% (60)  | 71% (150)    | 210     |
| PID/Gender: Ind Men      | 42% (66)  | 58% (91)     | 158     |
| PID/Gender: Ind Women    | 32% (47)  | 68% (100)    | 147     |
| PID/Gender: Rep Men      | 48% (77)  | 52% (84)     | 161     |
| PID/Gender: Rep Women    | 43% (73)  | 57% (97)     | 170     |
| Ideo: Liberal (1-3)      | 33% (90)  | 67% (186)    | 276     |
| Ideo: Moderate (4)       | 36% (100) | 64% (175)    | 275     |
| Ideo: Conservative (5-7) | 45% (153) | 55% (188)    | 341     |
| Educ: < College          | 36% (255) | 64% (446)    | 701     |
| Educ: Bachelors degree   | 41% (80)  | 59% (117)    | 197     |
| Educ: Post-grad          | 33% (36)  | 67% (73)     | 109     |
| Income: Under 50k        | 35% (197) | 65% (373)    | 571     |
| Income: 50k-100k         | 40% (117) | 60% (178)    | 296     |
| Income: 100k+            | 40% (56)  | 60% (85)     | 141     |
| Ethnicity: White         | 39% (302) | 61% (477)    | 779     |
| Ethnicity: Hispanic      | 32% (54)  | 68% (117)    | 170     |

Continued on next page

**Table CMS7\_29NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Is convenient*

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 37%      | (371) | 63%          | (636) | 1007    |
| Ethnicity: Afr. Am.               | 25%      | (34)  | 75%          | (103) | 138     |
| Ethnicity: Other                  | 38%      | (35)  | 62%          | (56)  | 90      |
| All Christian                     | 39%      | (186) | 61%          | (288) | 474     |
| Agnostic/Nothing in particular    | 33%      | (84)  | 67%          | (169) | 253     |
| Something Else                    | 40%      | (75)  | 60%          | (113) | 188     |
| Religious Non-Protestant/Catholic | 27%      | (18)  | 73%          | (48)  | 66      |
| Evangelical                       | 41%      | (116) | 59%          | (167) | 283     |
| Non-Evangelical                   | 38%      | (136) | 62%          | (221) | 357     |
| Community: Urban                  | 30%      | (77)  | 70%          | (180) | 258     |
| Community: Suburban               | 41%      | (187) | 59%          | (274) | 460     |
| Community: Rural                  | 37%      | (107) | 63%          | (182) | 289     |
| Employ: Private Sector            | 39%      | (104) | 61%          | (163) | 267     |
| Employ: Government                | 44%      | (32)  | 56%          | (41)  | 73      |
| Employ: Self-Employed             | 36%      | (33)  | 64%          | (58)  | 91      |
| Employ: Homemaker                 | 35%      | (25)  | 65%          | (47)  | 71      |
| Employ: Retired                   | 41%      | (92)  | 59%          | (135) | 227     |
| Employ: Unemployed                | 33%      | (40)  | 67%          | (82)  | 121     |
| Employ: Other                     | 33%      | (27)  | 67%          | (53)  | 80      |
| Military HH: Yes                  | 33%      | (49)  | 67%          | (98)  | 148     |
| Military HH: No                   | 37%      | (321) | 63%          | (538) | 859     |
| RD/WT: Right Direction            | 44%      | (119) | 56%          | (151) | 270     |
| RD/WT: Wrong Track                | 34%      | (251) | 66%          | (485) | 737     |
| Trump Job Approve                 | 43%      | (173) | 57%          | (231) | 403     |
| Trump Job Disapprove              | 33%      | (188) | 67%          | (375) | 563     |
| Trump Job Strongly Approve        | 42%      | (90)  | 58%          | (126) | 216     |
| Trump Job Somewhat Approve        | 44%      | (82)  | 56%          | (105) | 187     |
| Trump Job Somewhat Disapprove     | 43%      | (47)  | 57%          | (63)  | 110     |
| Trump Job Strongly Disapprove     | 31%      | (141) | 69%          | (312) | 452     |
| Favorable of Trump                | 43%      | (167) | 57%          | (224) | 391     |
| Unfavorable of Trump              | 34%      | (189) | 66%          | (369) | 558     |

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**Table CMS7\_29NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Is convenient

| Demographic                          | Selected  | Not Selected | Total N |
|--------------------------------------|-----------|--------------|---------|
| Adults                               | 37% (371) | 63% (636)    | 1007    |
| Very Favorable of Trump              | 40% (87)  | 60% (131)    | 219     |
| Somewhat Favorable of Trump          | 46% (80)  | 54% (92)     | 172     |
| Somewhat Unfavorable of Trump        | 47% (47)  | 53% (52)     | 99      |
| Very Unfavorable of Trump            | 31% (142) | 69% (316)    | 459     |
| #1 Issue: Economy                    | 40% (126) | 60% (189)    | 315     |
| #1 Issue: Security                   | 43% (60)  | 57% (81)     | 141     |
| #1 Issue: Health Care                | 33% (67)  | 67% (138)    | 205     |
| #1 Issue: Medicare / Social Security | 37% (46)  | 63% (78)     | 124     |
| #1 Issue: Women's Issues             | 37% (20)  | 63% (33)     | 53      |
| #1 Issue: Education                  | 30% (18)  | 70% (42)     | 60      |
| #1 Issue: Other                      | 35% (24)  | 65% (45)     | 69      |
| 2018 House Vote: Democrat            | 33% (109) | 67% (219)    | 327     |
| 2018 House Vote: Republican          | 45% (128) | 55% (155)    | 283     |
| 2016 Vote: Hillary Clinton           | 32% (100) | 68% (208)    | 307     |
| 2016 Vote: Donald Trump              | 46% (139) | 54% (164)    | 304     |
| 2016 Vote: Other                     | 40% (22)  | 60% (33)     | 55      |
| 2016 Vote: Didn't Vote               | 32% (110) | 68% (230)    | 340     |
| Voted in 2014: Yes                   | 39% (215) | 61% (340)    | 554     |
| Voted in 2014: No                    | 35% (156) | 65% (296)    | 452     |
| 2012 Vote: Barack Obama              | 35% (114) | 65% (210)    | 324     |
| 2012 Vote: Mitt Romney               | 44% (106) | 56% (137)    | 243     |
| 2012 Vote: Didn't Vote               | 34% (138) | 66% (263)    | 401     |
| 4-Region: Northeast                  | 34% (60)  | 66% (119)    | 180     |
| 4-Region: Midwest                    | 44% (90)  | 56% (114)    | 204     |
| 4-Region: South                      | 35% (137) | 65% (253)    | 390     |
| 4-Region: West                       | 36% (84)  | 64% (150)    | 234     |
| Frequent Flyer                       | 40% (49)  | 60% (73)     | 122     |
| International Travel                 | 33% (62)  | 67% (129)    | 191     |
| Sports fans                          | 35% (236) | 65% (446)    | 681     |
| Heard a lot/some about new H1N1      | 31% (137) | 69% (305)    | 442     |

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**Table CMS7\_29NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Is convenient*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 37% (371) | 63% (636)    | 1007    |
| Heard not much/nothing about new H1N1 | 41% (234) | 59% (331)    | 565     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_30NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has helpful customer service

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 37%      | (371) | 63%          | (640) | 1011    |
| Gender: Male             | 34%      | (169) | 66%          | (324) | 494     |
| Gender: Female           | 39%      | (201) | 61%          | (316) | 517     |
| Age: 18-34               | 38%      | (108) | 62%          | (180) | 287     |
| Age: 35-44               | 35%      | (57)  | 65%          | (106) | 163     |
| Age: 45-64               | 37%      | (133) | 63%          | (230) | 363     |
| Age: 65+                 | 37%      | (72)  | 63%          | (125) | 197     |
| GenZers: 1997-2012       | 36%      | (53)  | 64%          | (95)  | 148     |
| Millennials: 1981-1996   | 39%      | (86)  | 61%          | (135) | 221     |
| GenXers: 1965-1980       | 34%      | (88)  | 66%          | (167) | 255     |
| Baby Boomers: 1946-1964  | 38%      | (131) | 62%          | (216) | 347     |
| PID: Dem (no lean)       | 31%      | (120) | 69%          | (267) | 387     |
| PID: Ind (no lean)       | 37%      | (118) | 63%          | (203) | 322     |
| PID: Rep (no lean)       | 44%      | (132) | 56%          | (170) | 302     |
| PID/Gender: Dem Men      | 28%      | (48)  | 72%          | (124) | 172     |
| PID/Gender: Dem Women    | 34%      | (72)  | 66%          | (142) | 215     |
| PID/Gender: Ind Men      | 37%      | (61)  | 63%          | (102) | 163     |
| PID/Gender: Ind Women    | 36%      | (57)  | 64%          | (101) | 158     |
| PID/Gender: Rep Men      | 38%      | (60)  | 62%          | (98)  | 158     |
| PID/Gender: Rep Women    | 50%      | (72)  | 50%          | (72)  | 144     |
| Ideo: Liberal (1-3)      | 31%      | (97)  | 69%          | (212) | 309     |
| Ideo: Moderate (4)       | 38%      | (92)  | 62%          | (151) | 244     |
| Ideo: Conservative (5-7) | 42%      | (148) | 58%          | (203) | 352     |
| Educ: < College          | 36%      | (247) | 64%          | (438) | 685     |
| Educ: Bachelors degree   | 38%      | (81)  | 62%          | (131) | 211     |
| Educ: Post-grad          | 38%      | (43)  | 62%          | (71)  | 115     |
| Income: Under 50k        | 36%      | (198) | 64%          | (349) | 547     |
| Income: 50k-100k         | 37%      | (108) | 63%          | (180) | 288     |
| Income: 100k+            | 37%      | (65)  | 63%          | (110) | 175     |
| Ethnicity: White         | 37%      | (300) | 63%          | (506) | 806     |
| Ethnicity: Hispanic      | 29%      | (46)  | 71%          | (113) | 159     |

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**Table CMS7\_30NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has helpful customer service

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 37%      | (371) | 63%          | (640) | 1011    |
| Ethnicity: Afr. Am.               | 34%      | (40)  | 66%          | (77)  | 117     |
| Ethnicity: Other                  | 35%      | (31)  | 65%          | (58)  | 88      |
| All Christian                     | 39%      | (187) | 61%          | (292) | 479     |
| All Non-Christian                 | 32%      | (19)  | 68%          | (41)  | 61      |
| Atheist                           | 36%      | (25)  | 64%          | (45)  | 71      |
| Agnostic/Nothing in particular    | 34%      | (83)  | 66%          | (159) | 243     |
| Something Else                    | 35%      | (56)  | 65%          | (103) | 158     |
| Religious Non-Protestant/Catholic | 37%      | (30)  | 63%          | (50)  | 79      |
| Evangelical                       | 40%      | (101) | 60%          | (153) | 255     |
| Non-Evangelical                   | 37%      | (130) | 63%          | (226) | 356     |
| Community: Urban                  | 38%      | (113) | 62%          | (187) | 300     |
| Community: Suburban               | 35%      | (161) | 65%          | (297) | 458     |
| Community: Rural                  | 38%      | (97)  | 62%          | (156) | 253     |
| Employ: Private Sector            | 39%      | (111) | 61%          | (175) | 286     |
| Employ: Government                | 31%      | (23)  | 69%          | (51)  | 74      |
| Employ: Self-Employed             | 42%      | (29)  | 58%          | (40)  | 69      |
| Employ: Homemaker                 | 40%      | (29)  | 60%          | (44)  | 74      |
| Employ: Retired                   | 39%      | (89)  | 61%          | (137) | 226     |
| Employ: Unemployed                | 32%      | (50)  | 68%          | (105) | 155     |
| Employ: Other                     | 34%      | (21)  | 66%          | (39)  | 60      |
| Military HH: Yes                  | 41%      | (69)  | 59%          | (100) | 169     |
| Military HH: No                   | 36%      | (302) | 64%          | (540) | 842     |
| RD/WT: Right Direction            | 44%      | (120) | 56%          | (155) | 275     |
| RD/WT: Wrong Track                | 34%      | (250) | 66%          | (486) | 736     |
| Trump Job Approve                 | 41%      | (164) | 59%          | (235) | 399     |
| Trump Job Disapprove              | 34%      | (198) | 66%          | (380) | 579     |
| Trump Job Strongly Approve        | 38%      | (86)  | 62%          | (140) | 226     |
| Trump Job Somewhat Approve        | 46%      | (79)  | 54%          | (94)  | 173     |
| Trump Job Somewhat Disapprove     | 48%      | (50)  | 52%          | (53)  | 103     |
| Trump Job Strongly Disapprove     | 31%      | (148) | 69%          | (327) | 475     |

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**Table CMS7\_30NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has helpful customer service

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 37%      | (371) | 63%          | (640) | 1011    |
| Favorable of Trump                   | 44%      | (166) | 56%          | (211) | 377     |
| Unfavorable of Trump                 | 33%      | (193) | 67%          | (391) | 584     |
| Very Favorable of Trump              | 39%      | (87)  | 61%          | (135) | 221     |
| Somewhat Favorable of Trump          | 51%      | (80)  | 49%          | (76)  | 156     |
| Somewhat Unfavorable of Trump        | 46%      | (45)  | 54%          | (53)  | 98      |
| Very Unfavorable of Trump            | 30%      | (148) | 70%          | (338) | 486     |
| #1 Issue: Economy                    | 40%      | (136) | 60%          | (203) | 339     |
| #1 Issue: Security                   | 40%      | (46)  | 60%          | (68)  | 114     |
| #1 Issue: Health Care                | 33%      | (65)  | 67%          | (129) | 194     |
| #1 Issue: Medicare / Social Security | 35%      | (50)  | 65%          | (91)  | 141     |
| #1 Issue: Women's Issues             | 40%      | (23)  | 60%          | (35)  | 59      |
| #1 Issue: Education                  | 29%      | (16)  | 71%          | (38)  | 54      |
| #1 Issue: Other                      | 34%      | (24)  | 66%          | (45)  | 69      |
| 2018 House Vote: Democrat            | 30%      | (110) | 70%          | (255) | 365     |
| 2018 House Vote: Republican          | 48%      | (135) | 52%          | (148) | 282     |
| 2016 Vote: Hillary Clinton           | 31%      | (104) | 69%          | (227) | 331     |
| 2016 Vote: Donald Trump              | 44%      | (135) | 56%          | (170) | 304     |
| 2016 Vote: Other                     | 31%      | (22)  | 69%          | (50)  | 73      |
| 2016 Vote: Didn't Vote               | 36%      | (110) | 64%          | (193) | 303     |
| Voted in 2014: Yes                   | 39%      | (226) | 61%          | (358) | 584     |
| Voted in 2014: No                    | 34%      | (144) | 66%          | (282) | 427     |
| 2012 Vote: Barack Obama              | 32%      | (114) | 68%          | (247) | 361     |
| 2012 Vote: Mitt Romney               | 48%      | (111) | 52%          | (120) | 230     |
| 2012 Vote: Didn't Vote               | 34%      | (127) | 66%          | (248) | 376     |
| 4-Region: Northeast                  | 35%      | (67)  | 65%          | (124) | 191     |
| 4-Region: Midwest                    | 35%      | (75)  | 65%          | (138) | 214     |
| 4-Region: South                      | 38%      | (143) | 62%          | (231) | 375     |
| 4-Region: West                       | 37%      | (85)  | 63%          | (146) | 232     |
| Frequent Flyer                       | 32%      | (43)  | 68%          | (93)  | 136     |
| International Travel                 | 24%      | (48)  | 76%          | (150) | 198     |

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**Table CMS7\_30NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

*Has helpful customer service*

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 37% (371) | 63% (640)    | 1011    |
| Sports fans                           | 37% (246) | 63% (426)    | 672     |
| Heard a lot/some about new H1N1       | 33% (156) | 67% (319)    | 474     |
| Heard not much/nothing about new H1N1 | 40% (215) | 60% (321)    | 536     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_31NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is a brand I trust

| Demographic              | Selected  | Not Selected | Total N |
|--------------------------|-----------|--------------|---------|
| Adults                   | 51% (493) | 49% (465)    | 958     |
| Gender: Male             | 57% (262) | 43% (195)    | 458     |
| Gender: Female           | 46% (231) | 54% (270)    | 501     |
| Age: 18-34               | 45% (129) | 55% (157)    | 286     |
| Age: 35-44               | 47% (81)  | 53% (89)     | 170     |
| Age: 45-64               | 52% (157) | 48% (142)    | 299     |
| Age: 65+                 | 62% (126) | 38% (77)     | 203     |
| GenZers: 1997-2012       | 49% (77)  | 51% (80)     | 157     |
| Millennials: 1981-1996   | 43% (93)  | 57% (122)    | 214     |
| GenXers: 1965-1980       | 51% (120) | 49% (117)    | 237     |
| Baby Boomers: 1946-1964  | 58% (180) | 42% (132)    | 312     |
| PID: Dem (no lean)       | 50% (187) | 50% (184)    | 371     |
| PID: Ind (no lean)       | 50% (166) | 50% (164)    | 330     |
| PID: Rep (no lean)       | 55% (141) | 45% (117)    | 257     |
| PID/Gender: Dem Men      | 53% (85)  | 47% (77)     | 161     |
| PID/Gender: Dem Women    | 49% (102) | 51% (108)    | 210     |
| PID/Gender: Ind Men      | 58% (97)  | 42% (70)     | 167     |
| PID/Gender: Ind Women    | 42% (69)  | 58% (94)     | 163     |
| PID/Gender: Rep Men      | 62% (81)  | 38% (49)     | 130     |
| PID/Gender: Rep Women    | 47% (60)  | 53% (68)     | 128     |
| Ideo: Liberal (1-3)      | 48% (136) | 52% (146)    | 281     |
| Ideo: Moderate (4)       | 53% (139) | 47% (121)    | 261     |
| Ideo: Conservative (5-7) | 55% (159) | 45% (129)    | 288     |
| Educ: < College          | 51% (336) | 49% (325)    | 661     |
| Educ: Bachelors degree   | 53% (102) | 47% (92)     | 194     |
| Educ: Post-grad          | 53% (55)  | 47% (49)     | 104     |
| Income: Under 50k        | 49% (263) | 51% (270)    | 533     |
| Income: 50k-100k         | 53% (146) | 47% (129)    | 275     |
| Income: 100k+            | 55% (83)  | 45% (67)     | 150     |
| Ethnicity: White         | 52% (380) | 48% (347)    | 726     |
| Ethnicity: Hispanic      | 49% (68)  | 51% (70)     | 138     |

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**Table CMS7\_31NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Is a brand I trust

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 51%      | (493) | 49%          | (465) | 958     |
| Ethnicity: Afr. Am.               | 42%      | (62)  | 58%          | (85)  | 148     |
| Ethnicity: Other                  | 60%      | (51)  | 40%          | (34)  | 84      |
| All Christian                     | 57%      | (242) | 43%          | (185) | 428     |
| All Non-Christian                 | 45%      | (25)  | 55%          | (30)  | 55      |
| Atheist                           | 50%      | (30)  | 50%          | (30)  | 60      |
| Agnostic/Nothing in particular    | 49%      | (121) | 51%          | (126) | 247     |
| Something Else                    | 44%      | (74)  | 56%          | (94)  | 168     |
| Religious Non-Protestant/Catholic | 50%      | (38)  | 50%          | (38)  | 76      |
| Evangelical                       | 48%      | (111) | 52%          | (122) | 232     |
| Non-Evangelical                   | 56%      | (192) | 44%          | (149) | 341     |
| Community: Urban                  | 57%      | (149) | 43%          | (114) | 263     |
| Community: Suburban               | 51%      | (232) | 49%          | (222) | 454     |
| Community: Rural                  | 46%      | (112) | 54%          | (129) | 241     |
| Employ: Private Sector            | 52%      | (148) | 48%          | (135) | 283     |
| Employ: Government                | 56%      | (35)  | 44%          | (28)  | 64      |
| Employ: Self-Employed             | 44%      | (35)  | 56%          | (45)  | 80      |
| Employ: Homemaker                 | 52%      | (30)  | 48%          | (28)  | 58      |
| Employ: Retired                   | 61%      | (130) | 39%          | (84)  | 214     |
| Employ: Unemployed                | 46%      | (62)  | 54%          | (71)  | 133     |
| Employ: Other                     | 38%      | (24)  | 62%          | (38)  | 62      |
| Military HH: Yes                  | 54%      | (73)  | 46%          | (62)  | 134     |
| Military HH: No                   | 51%      | (420) | 49%          | (404) | 824     |
| RD/WT: Right Direction            | 58%      | (136) | 42%          | (100) | 236     |
| RD/WT: Wrong Track                | 49%      | (357) | 51%          | (366) | 723     |
| Trump Job Approve                 | 56%      | (198) | 44%          | (153) | 351     |
| Trump Job Disapprove              | 49%      | (274) | 51%          | (283) | 557     |
| Trump Job Strongly Approve        | 56%      | (102) | 44%          | (81)  | 182     |
| Trump Job Somewhat Approve        | 57%      | (96)  | 43%          | (73)  | 169     |
| Trump Job Somewhat Disapprove     | 49%      | (50)  | 51%          | (53)  | 103     |
| Trump Job Strongly Disapprove     | 49%      | (224) | 51%          | (230) | 454     |

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**Table CMS7\_31NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is a brand I trust

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 51%      | (493) | 49%          | (465) | 958     |
| Favorable of Trump                   | 58%      | (197) | 42%          | (144) | 341     |
| Unfavorable of Trump                 | 49%      | (270) | 51%          | (284) | 554     |
| Very Favorable of Trump              | 58%      | (108) | 42%          | (79)  | 187     |
| Somewhat Favorable of Trump          | 58%      | (89)  | 42%          | (65)  | 155     |
| Somewhat Unfavorable of Trump        | 57%      | (49)  | 43%          | (37)  | 85      |
| Very Unfavorable of Trump            | 47%      | (221) | 53%          | (247) | 468     |
| #1 Issue: Economy                    | 55%      | (165) | 45%          | (136) | 301     |
| #1 Issue: Security                   | 59%      | (58)  | 41%          | (41)  | 99      |
| #1 Issue: Health Care                | 50%      | (88)  | 50%          | (89)  | 177     |
| #1 Issue: Medicare / Social Security | 52%      | (76)  | 48%          | (71)  | 147     |
| #1 Issue: Education                  | 32%      | (22)  | 68%          | (47)  | 70      |
| #1 Issue: Other                      | 49%      | (38)  | 51%          | (39)  | 77      |
| 2018 House Vote: Democrat            | 50%      | (165) | 50%          | (166) | 332     |
| 2018 House Vote: Republican          | 59%      | (150) | 41%          | (104) | 254     |
| 2016 Vote: Hillary Clinton           | 48%      | (147) | 52%          | (157) | 305     |
| 2016 Vote: Donald Trump              | 60%      | (160) | 40%          | (106) | 266     |
| 2016 Vote: Other                     | 51%      | (40)  | 49%          | (39)  | 80      |
| 2016 Vote: Didn't Vote               | 47%      | (145) | 53%          | (163) | 308     |
| Voted in 2014: Yes                   | 55%      | (298) | 45%          | (247) | 545     |
| Voted in 2014: No                    | 47%      | (195) | 53%          | (218) | 413     |
| 2012 Vote: Barack Obama              | 51%      | (187) | 49%          | (178) | 365     |
| 2012 Vote: Mitt Romney               | 59%      | (116) | 41%          | (81)  | 197     |
| 2012 Vote: Didn't Vote               | 48%      | (173) | 52%          | (188) | 361     |
| 4-Region: Northeast                  | 51%      | (97)  | 49%          | (92)  | 189     |
| 4-Region: Midwest                    | 50%      | (105) | 50%          | (106) | 211     |
| 4-Region: South                      | 52%      | (175) | 48%          | (158) | 333     |
| 4-Region: West                       | 52%      | (116) | 48%          | (109) | 225     |
| Frequent Flyer                       | 54%      | (65)  | 46%          | (56)  | 121     |
| International Travel                 | 50%      | (88)  | 50%          | (88)  | 175     |
| Sports fans                          | 54%      | (346) | 46%          | (289) | 635     |

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**Table CMS7\_31NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Is a brand I trust

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 51% (493) | 49% (465)    | 958     |
| Heard a lot/some about new H1N1       | 48% (190) | 52% (207)    | 397     |
| Heard not much/nothing about new H1N1 | 54% (303) | 46% (259)    | 562     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_32NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is a brand I love

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 31%      | (316) | 69%          | (698) | 1013    |
| Gender: Male             | 31%      | (150) | 69%          | (333) | 483     |
| Gender: Female           | 31%      | (166) | 69%          | (365) | 531     |
| Age: 18-34               | 28%      | (92)  | 72%          | (235) | 327     |
| Age: 35-44               | 30%      | (48)  | 70%          | (112) | 159     |
| Age: 45-64               | 34%      | (116) | 66%          | (226) | 342     |
| Age: 65+                 | 32%      | (60)  | 68%          | (125) | 186     |
| GenZers: 1997-2012       | 30%      | (54)  | 70%          | (123) | 176     |
| Millennials: 1981-1996   | 27%      | (62)  | 73%          | (167) | 229     |
| GenXers: 1965-1980       | 36%      | (92)  | 64%          | (163) | 255     |
| Baby Boomers: 1946-1964  | 31%      | (97)  | 69%          | (219) | 316     |
| PID: Dem (no lean)       | 30%      | (114) | 70%          | (269) | 382     |
| PID: Ind (no lean)       | 32%      | (108) | 68%          | (233) | 341     |
| PID: Rep (no lean)       | 32%      | (94)  | 68%          | (196) | 290     |
| PID/Gender: Dem Men      | 30%      | (50)  | 70%          | (114) | 163     |
| PID/Gender: Dem Women    | 29%      | (64)  | 71%          | (155) | 219     |
| PID/Gender: Ind Men      | 33%      | (55)  | 67%          | (114) | 169     |
| PID/Gender: Ind Women    | 31%      | (53)  | 69%          | (119) | 172     |
| PID/Gender: Rep Men      | 30%      | (45)  | 70%          | (105) | 150     |
| PID/Gender: Rep Women    | 35%      | (49)  | 65%          | (91)  | 139     |
| Ideo: Liberal (1-3)      | 27%      | (82)  | 73%          | (228) | 310     |
| Ideo: Moderate (4)       | 31%      | (74)  | 69%          | (167) | 241     |
| Ideo: Conservative (5-7) | 35%      | (118) | 65%          | (215) | 332     |
| Educ: < College          | 34%      | (236) | 66%          | (465) | 700     |
| Educ: Bachelors degree   | 27%      | (55)  | 73%          | (147) | 201     |
| Educ: Post-grad          | 23%      | (26)  | 77%          | (86)  | 112     |
| Income: Under 50k        | 32%      | (182) | 68%          | (382) | 563     |
| Income: 50k-100k         | 31%      | (89)  | 69%          | (197) | 286     |
| Income: 100k+            | 27%      | (45)  | 73%          | (119) | 164     |
| Ethnicity: White         | 32%      | (253) | 68%          | (530) | 783     |
| Ethnicity: Hispanic      | 28%      | (52)  | 72%          | (138) | 191     |

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**Table CMS7\_32NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Is a brand I love

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 31%      | (316) | 69%          | (698) | 1013    |
| Ethnicity: Afr. Am.               | 33%      | (44)  | 67%          | (89)  | 133     |
| Ethnicity: Other                  | 19%      | (18)  | 81%          | (79)  | 97      |
| All Christian                     | 30%      | (131) | 70%          | (311) | 442     |
| All Non-Christian                 | 29%      | (17)  | 71%          | (42)  | 58      |
| Atheist                           | 28%      | (18)  | 72%          | (47)  | 65      |
| Agnostic/Nothing in particular    | 34%      | (86)  | 66%          | (170) | 257     |
| Something Else                    | 33%      | (64)  | 67%          | (128) | 191     |
| Religious Non-Protestant/Catholic | 25%      | (17)  | 75%          | (51)  | 68      |
| Evangelical                       | 29%      | (78)  | 71%          | (195) | 273     |
| Non-Evangelical                   | 33%      | (114) | 67%          | (230) | 344     |
| Community: Urban                  | 29%      | (83)  | 71%          | (208) | 291     |
| Community: Suburban               | 33%      | (146) | 67%          | (300) | 446     |
| Community: Rural                  | 31%      | (86)  | 69%          | (190) | 276     |
| Employ: Private Sector            | 34%      | (105) | 66%          | (199) | 304     |
| Employ: Government                | 23%      | (16)  | 77%          | (52)  | 68      |
| Employ: Self-Employed             | 21%      | (17)  | 79%          | (63)  | 81      |
| Employ: Homemaker                 | 35%      | (19)  | 65%          | (35)  | 54      |
| Employ: Retired                   | 30%      | (60)  | 70%          | (140) | 200     |
| Employ: Unemployed                | 36%      | (54)  | 64%          | (96)  | 150     |
| Employ: Other                     | 27%      | (20)  | 73%          | (54)  | 74      |
| Military HH: Yes                  | 29%      | (46)  | 71%          | (112) | 158     |
| Military HH: No                   | 32%      | (269) | 68%          | (586) | 855     |
| RD/WT: Right Direction            | 36%      | (97)  | 64%          | (174) | 270     |
| RD/WT: Wrong Track                | 29%      | (219) | 71%          | (524) | 743     |
| Trump Job Approve                 | 36%      | (142) | 64%          | (251) | 393     |
| Trump Job Disapprove              | 29%      | (164) | 71%          | (407) | 571     |
| Trump Job Strongly Approve        | 36%      | (81)  | 64%          | (141) | 222     |
| Trump Job Somewhat Approve        | 36%      | (61)  | 64%          | (110) | 171     |
| Trump Job Somewhat Disapprove     | 27%      | (28)  | 73%          | (76)  | 104     |
| Trump Job Strongly Disapprove     | 29%      | (137) | 71%          | (331) | 467     |

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**Table CMS7\_32NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Is a brand I love

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 31%      | (316) | 69%          | (698) | 1013    |
| Favorable of Trump                   | 36%      | (142) | 64%          | (249) | 391     |
| Unfavorable of Trump                 | 28%      | (161) | 72%          | (415) | 575     |
| Very Favorable of Trump              | 38%      | (88)  | 62%          | (142) | 230     |
| Somewhat Favorable of Trump          | 33%      | (54)  | 67%          | (107) | 161     |
| Somewhat Unfavorable of Trump        | 31%      | (27)  | 69%          | (59)  | 86      |
| Very Unfavorable of Trump            | 27%      | (134) | 73%          | (356) | 489     |
| #1 Issue: Economy                    | 32%      | (109) | 68%          | (228) | 337     |
| #1 Issue: Security                   | 37%      | (51)  | 63%          | (86)  | 137     |
| #1 Issue: Health Care                | 24%      | (47)  | 76%          | (147) | 193     |
| #1 Issue: Medicare / Social Security | 39%      | (44)  | 61%          | (69)  | 113     |
| #1 Issue: Education                  | 34%      | (20)  | 66%          | (39)  | 59      |
| #1 Issue: Other                      | 31%      | (26)  | 69%          | (58)  | 84      |
| 2018 House Vote: Democrat            | 27%      | (95)  | 73%          | (256) | 351     |
| 2018 House Vote: Republican          | 30%      | (83)  | 70%          | (190) | 274     |
| 2016 Vote: Hillary Clinton           | 28%      | (88)  | 72%          | (226) | 314     |
| 2016 Vote: Donald Trump              | 32%      | (98)  | 68%          | (205) | 303     |
| 2016 Vote: Other                     | 31%      | (19)  | 69%          | (43)  | 63      |
| 2016 Vote: Didn't Vote               | 33%      | (111) | 67%          | (222) | 333     |
| Voted in 2014: Yes                   | 28%      | (161) | 72%          | (413) | 574     |
| Voted in 2014: No                    | 35%      | (154) | 65%          | (285) | 439     |
| 2012 Vote: Barack Obama              | 29%      | (100) | 71%          | (246) | 346     |
| 2012 Vote: Mitt Romney               | 28%      | (62)  | 72%          | (158) | 220     |
| 2012 Vote: Didn't Vote               | 35%      | (141) | 65%          | (261) | 402     |
| 4-Region: Northeast                  | 27%      | (48)  | 73%          | (132) | 180     |
| 4-Region: Midwest                    | 34%      | (72)  | 66%          | (143) | 215     |
| 4-Region: South                      | 32%      | (125) | 68%          | (268) | 393     |
| 4-Region: West                       | 31%      | (70)  | 69%          | (154) | 225     |
| Frequent Flyer                       | 35%      | (43)  | 65%          | (80)  | 123     |
| International Travel                 | 30%      | (59)  | 70%          | (140) | 200     |
| Sports fans                          | 31%      | (206) | 69%          | (457) | 663     |

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**Table CMS7\_32NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Is a brand I love

| Demographic                           | Selected |       | Not Selected |       | Total N |
|---------------------------------------|----------|-------|--------------|-------|---------|
| Adults                                | 31%      | (316) | 69%          | (698) | 1013    |
| Heard a lot/some about new H1N1       | 30%      | (133) | 70%          | (313) | 446     |
| Heard not much/nothing about new H1N1 | 32%      | (183) | 68%          | (384) | 567     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS7\_33NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has been around for a long time

| Demographic              | Selected |       | Not Selected |       | Total N |
|--------------------------|----------|-------|--------------|-------|---------|
| Adults                   | 19%      | (191) | 81%          | (812) | 1003    |
| Gender: Male             | 21%      | (101) | 79%          | (375) | 476     |
| Gender: Female           | 17%      | (89)  | 83%          | (437) | 526     |
| Age: 18-34               | 13%      | (37)  | 87%          | (255) | 292     |
| Age: 35-44               | 21%      | (36)  | 79%          | (133) | 169     |
| Age: 45-64               | 23%      | (76)  | 77%          | (261) | 337     |
| Age: 65+                 | 20%      | (41)  | 80%          | (163) | 204     |
| GenZers: 1997-2012       | 12%      | (15)  | 88%          | (113) | 128     |
| Millennials: 1981-1996   | 15%      | (37)  | 85%          | (209) | 246     |
| GenXers: 1965-1980       | 25%      | (59)  | 75%          | (172) | 231     |
| Baby Boomers: 1946-1964  | 18%      | (67)  | 82%          | (300) | 367     |
| PID: Dem (no lean)       | 21%      | (71)  | 79%          | (272) | 343     |
| PID: Ind (no lean)       | 20%      | (69)  | 80%          | (279) | 348     |
| PID: Rep (no lean)       | 16%      | (51)  | 84%          | (261) | 312     |
| PID/Gender: Dem Men      | 26%      | (40)  | 74%          | (116) | 157     |
| PID/Gender: Dem Women    | 17%      | (31)  | 83%          | (155) | 186     |
| PID/Gender: Ind Men      | 23%      | (35)  | 77%          | (119) | 154     |
| PID/Gender: Ind Women    | 17%      | (34)  | 83%          | (160) | 194     |
| PID/Gender: Rep Men      | 16%      | (26)  | 84%          | (140) | 165     |
| PID/Gender: Rep Women    | 17%      | (25)  | 83%          | (122) | 146     |
| Ideo: Liberal (1-3)      | 18%      | (50)  | 82%          | (233) | 283     |
| Ideo: Moderate (4)       | 22%      | (54)  | 78%          | (196) | 250     |
| Ideo: Conservative (5-7) | 19%      | (67)  | 81%          | (289) | 356     |
| Educ: < College          | 20%      | (138) | 80%          | (546) | 684     |
| Educ: Bachelors degree   | 17%      | (34)  | 83%          | (167) | 201     |
| Educ: Post-grad          | 16%      | (18)  | 84%          | (100) | 118     |
| Income: Under 50k        | 22%      | (120) | 78%          | (415) | 535     |
| Income: 50k-100k         | 13%      | (39)  | 87%          | (262) | 301     |
| Income: 100k+            | 19%      | (32)  | 81%          | (135) | 167     |
| Ethnicity: White         | 20%      | (157) | 80%          | (639) | 796     |
| Ethnicity: Hispanic      | 19%      | (32)  | 81%          | (132) | 164     |

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**Table CMS7\_33NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
 Has been around for a long time

| Demographic                       | Selected |       | Not Selected |       | Total N |
|-----------------------------------|----------|-------|--------------|-------|---------|
| Adults                            | 19%      | (191) | 81%          | (812) | 1003    |
| Ethnicity: Afr. Am.               | 18%      | (21)  | 82%          | (94)  | 116     |
| Ethnicity: Other                  | 14%      | (12)  | 86%          | (78)  | 91      |
| All Christian                     | 21%      | (101) | 79%          | (383) | 484     |
| Atheist                           | 18%      | (11)  | 82%          | (51)  | 61      |
| Agnostic/Nothing in particular    | 18%      | (46)  | 82%          | (204) | 250     |
| Something Else                    | 15%      | (24)  | 85%          | (139) | 163     |
| Religious Non-Protestant/Catholic | 21%      | (13)  | 79%          | (47)  | 59      |
| Evangelical                       | 20%      | (54)  | 80%          | (213) | 268     |
| Non-Evangelical                   | 18%      | (66)  | 82%          | (293) | 359     |
| Community: Urban                  | 26%      | (69)  | 74%          | (195) | 264     |
| Community: Suburban               | 16%      | (76)  | 84%          | (399) | 475     |
| Community: Rural                  | 17%      | (45)  | 83%          | (219) | 263     |
| Employ: Private Sector            | 19%      | (49)  | 81%          | (215) | 265     |
| Employ: Government                | 19%      | (15)  | 81%          | (64)  | 79      |
| Employ: Self-Employed             | 16%      | (12)  | 84%          | (66)  | 78      |
| Employ: Homemaker                 | 22%      | (14)  | 78%          | (49)  | 63      |
| Employ: Retired                   | 21%      | (50)  | 79%          | (187) | 237     |
| Employ: Unemployed                | 22%      | (35)  | 78%          | (125) | 160     |
| Employ: Other                     | 18%      | (11)  | 82%          | (50)  | 60      |
| Military HH: Yes                  | 18%      | (29)  | 82%          | (130) | 159     |
| Military HH: No                   | 19%      | (162) | 81%          | (682) | 844     |
| RD/WT: Right Direction            | 19%      | (51)  | 81%          | (211) | 262     |
| RD/WT: Wrong Track                | 19%      | (139) | 81%          | (601) | 741     |
| Trump Job Approve                 | 18%      | (72)  | 82%          | (322) | 394     |
| Trump Job Disapprove              | 19%      | (108) | 81%          | (466) | 573     |
| Trump Job Strongly Approve        | 20%      | (44)  | 80%          | (179) | 223     |
| Trump Job Somewhat Approve        | 16%      | (28)  | 84%          | (142) | 170     |
| Trump Job Somewhat Disapprove     | 25%      | (25)  | 75%          | (75)  | 101     |
| Trump Job Strongly Disapprove     | 17%      | (82)  | 83%          | (390) | 473     |

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**Table CMS7\_33NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...  
Has been around for a long time

| Demographic                          | Selected |       | Not Selected |       | Total N |
|--------------------------------------|----------|-------|--------------|-------|---------|
| Adults                               | 19%      | (191) | 81%          | (812) | 1003    |
| Favorable of Trump                   | 18%      | (69)  | 82%          | (319) | 388     |
| Unfavorable of Trump                 | 19%      | (109) | 81%          | (464) | 573     |
| Very Favorable of Trump              | 21%      | (47)  | 79%          | (179) | 227     |
| Somewhat Favorable of Trump          | 13%      | (21)  | 87%          | (140) | 161     |
| Somewhat Unfavorable of Trump        | 29%      | (26)  | 71%          | (64)  | 89      |
| Very Unfavorable of Trump            | 17%      | (83)  | 83%          | (400) | 484     |
| #1 Issue: Economy                    | 16%      | (55)  | 84%          | (301) | 357     |
| #1 Issue: Security                   | 16%      | (18)  | 84%          | (92)  | 109     |
| #1 Issue: Health Care                | 21%      | (42)  | 79%          | (153) | 195     |
| #1 Issue: Medicare / Social Security | 30%      | (41)  | 70%          | (96)  | 136     |
| #1 Issue: Education                  | 19%      | (10)  | 81%          | (44)  | 54      |
| #1 Issue: Other                      | 14%      | (11)  | 86%          | (66)  | 77      |
| 2018 House Vote: Democrat            | 20%      | (70)  | 80%          | (275) | 345     |
| 2018 House Vote: Republican          | 18%      | (49)  | 82%          | (224) | 273     |
| 2016 Vote: Hillary Clinton           | 20%      | (61)  | 80%          | (247) | 308     |
| 2016 Vote: Donald Trump              | 18%      | (53)  | 82%          | (247) | 300     |
| 2016 Vote: Other                     | 17%      | (14)  | 83%          | (64)  | 78      |
| 2016 Vote: Didn't Vote               | 20%      | (63)  | 80%          | (254) | 317     |
| Voted in 2014: Yes                   | 20%      | (118) | 80%          | (460) | 578     |
| Voted in 2014: No                    | 17%      | (72)  | 83%          | (352) | 424     |
| 2012 Vote: Barack Obama              | 23%      | (82)  | 77%          | (278) | 360     |
| 2012 Vote: Mitt Romney               | 19%      | (43)  | 81%          | (190) | 234     |
| 2012 Vote: Didn't Vote               | 16%      | (60)  | 84%          | (309) | 368     |
| 4-Region: Northeast                  | 18%      | (33)  | 82%          | (149) | 182     |
| 4-Region: Midwest                    | 20%      | (43)  | 80%          | (176) | 219     |
| 4-Region: South                      | 14%      | (52)  | 86%          | (317) | 369     |
| 4-Region: West                       | 27%      | (62)  | 73%          | (171) | 233     |
| Frequent Flyer                       | 13%      | (16)  | 87%          | (106) | 122     |
| International Travel                 | 13%      | (26)  | 87%          | (171) | 197     |
| Sports fans                          | 20%      | (130) | 80%          | (529) | 660     |

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**Table CMS7\_33NET:** Which of the following are most important to you when deciding whether or not to purchase a product or service from a company? Please select your top five most important considerations. The company...

Has been around for a long time

| Demographic                           | Selected  | Not Selected | Total N |
|---------------------------------------|-----------|--------------|---------|
| Adults                                | 19% (191) | 81% (812)    | 1003    |
| Heard a lot/some about new H1N1       | 20% (91)  | 80% (371)    | 462     |
| Heard not much/nothing about new H1N1 | 18% (99)  | 82% (441)    | 541     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_1:** *To what extent is it important to you that the products and/or services you purchase...  
Meet a high standard of quality*

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 56% (1233)     | 35% (773)          | 5% (109)           | 4% (85)              | 2200    |
| Gender: Male             | 56% (594)      | 35% (371)          | 5% (48)            | 5% (48)              | 1062    |
| Gender: Female           | 56% (640)      | 35% (402)          | 5% (60)            | 3% (36)              | 1138    |
| Age: 18-34               | 53% (348)      | 34% (221)          | 7% (45)            | 6% (41)              | 655     |
| Age: 35-44               | 53% (189)      | 34% (123)          | 7% (24)            | 6% (20)              | 358     |
| Age: 45-64               | 56% (422)      | 38% (286)          | 4% (29)            | 2% (15)              | 751     |
| Age: 65+                 | 63% (274)      | 33% (143)          | 3% (11)            | 2% (8)               | 436     |
| GenZers: 1997-2012       | 53% (181)      | 32% (108)          | 7% (25)            | 8% (26)              | 340     |
| Millennials: 1981-1996   | 51% (252)      | 36% (176)          | 7% (32)            | 6% (30)              | 492     |
| GenXers: 1965-1980       | 58% (313)      | 34% (182)          | 5% (25)            | 3% (19)              | 539     |
| Baby Boomers: 1946-1964  | 58% (433)      | 38% (285)          | 3% (23)            | 1% (10)              | 752     |
| PID: Dem (no lean)       | 58% (475)      | 34% (283)          | 5% (43)            | 3% (22)              | 823     |
| PID: Ind (no lean)       | 53% (378)      | 37% (265)          | 6% (41)            | 5% (36)              | 720     |
| PID: Rep (no lean)       | 58% (380)      | 34% (225)          | 4% (25)            | 4% (27)              | 657     |
| PID/Gender: Dem Men      | 58% (210)      | 34% (123)          | 6% (20)            | 2% (7)               | 360     |
| PID/Gender: Dem Women    | 57% (264)      | 35% (161)          | 5% (23)            | 3% (15)              | 462     |
| PID/Gender: Ind Men      | 54% (195)      | 36% (131)          | 4% (13)            | 6% (23)              | 362     |
| PID/Gender: Ind Women    | 51% (184)      | 37% (133)          | 8% (28)            | 4% (13)              | 358     |
| PID/Gender: Rep Men      | 56% (189)      | 35% (117)          | 4% (15)            | 5% (18)              | 339     |
| PID/Gender: Rep Women    | 60% (191)      | 34% (108)          | 3% (10)            | 3% (8)               | 318     |
| Ideo: Liberal (1-3)      | 59% (379)      | 34% (220)          | 5% (31)            | 2% (15)              | 644     |
| Ideo: Moderate (4)       | 54% (307)      | 38% (220)          | 5% (29)            | 3% (16)              | 572     |
| Ideo: Conservative (5-7) | 60% (437)      | 34% (247)          | 3% (25)            | 2% (14)              | 724     |
| Educ: < College          | 54% (813)      | 36% (541)          | 5% (82)            | 5% (75)              | 1512    |
| Educ: Bachelors degree   | 60% (266)      | 34% (152)          | 4% (19)            | 1% (7)               | 444     |
| Educ: Post-grad          | 63% (154)      | 33% (80)           | 3% (7)             | 1% (3)               | 244     |
| Income: Under 50k        | 53% (624)      | 36% (430)          | 6% (69)            | 6% (67)              | 1189    |
| Income: 50k-100k         | 59% (389)      | 34% (228)          | 5% (32)            | 2% (13)              | 662     |
| Income: 100k+            | 63% (220)      | 33% (116)          | 2% (8)             | 2% (5)               | 349     |
| Ethnicity: White         | 56% (971)      | 35% (606)          | 5% (83)            | 4% (62)              | 1722    |
| Ethnicity: Hispanic      | 56% (196)      | 32% (111)          | 7% (23)            | 5% (19)              | 349     |

Continued on next page

**Table CMS8\_1:** To what extent is it important to you that the products and/or services you purchase...  
Meet a high standard of quality

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 56% (1233)     | 35% (773)          | 5% (109)           | 4% (85)              | 2200    |
| Ethnicity: Afr. Am.               | 58% (160)      | 31% (84)           | 6% (15)            | 6% (16)              | 274     |
| Ethnicity: Other                  | 51% (103)      | 41% (83)           | 5% (11)            | 4% (7)               | 204     |
| All Christian                     | 56% (580)      | 36% (374)          | 4% (39)            | 3% (35)              | 1029    |
| All Non-Christian                 | 61% (75)       | 27% (33)           | 9% (10)            | 3% (3)               | 122     |
| Atheist                           | 55% (74)       | 37% (50)           | 6% (8)             | 1% (2)               | 133     |
| Agnostic/Nothing in particular    | 52% (271)      | 38% (201)          | 5% (26)            | 5% (27)              | 526     |
| Something Else                    | 60% (234)      | 29% (115)          | 6% (25)            | 4% (17)              | 391     |
| Religious Non-Protestant/Catholic | 60% (94)       | 29% (45)           | 7% (11)            | 3% (5)               | 156     |
| Evangelical                       | 56% (314)      | 35% (197)          | 6% (33)            | 3% (17)              | 560     |
| Non-Evangelical                   | 58% (473)      | 34% (278)          | 4% (30)            | 3% (28)              | 809     |
| Community: Urban                  | 59% (350)      | 32% (188)          | 6% (36)            | 3% (20)              | 594     |
| Community: Suburban               | 58% (603)      | 35% (364)          | 4% (43)            | 3% (36)              | 1045    |
| Community: Rural                  | 50% (281)      | 40% (222)          | 5% (29)            | 5% (28)              | 560     |
| Employ: Private Sector            | 56% (345)      | 37% (226)          | 5% (28)            | 2% (13)              | 613     |
| Employ: Government                | 53% (81)       | 33% (50)           | 7% (11)            | 8% (12)              | 154     |
| Employ: Self-Employed             | 56% (99)       | 27% (48)           | 8% (14)            | 9% (16)              | 177     |
| Employ: Homemaker                 | 60% (81)       | 31% (42)           | 1% (1)             | 8% (10)              | 135     |
| Employ: Retired                   | 59% (292)      | 36% (179)          | 3% (13)            | 2% (8)               | 492     |
| Employ: Unemployed                | 54% (173)      | 37% (121)          | 6% (18)            | 3% (11)              | 323     |
| Employ: Other                     | 52% (72)       | 35% (50)           | 8% (11)            | 5% (7)               | 140     |
| Military HH: Yes                  | 65% (222)      | 28% (97)           | 3% (10)            | 4% (14)              | 343     |
| Military HH: No                   | 54% (1011)     | 36% (676)          | 5% (99)            | 4% (71)              | 1857    |
| RD/WT: Right Direction            | 55% (318)      | 32% (189)          | 8% (45)            | 5% (31)              | 583     |
| RD/WT: Wrong Track                | 57% (915)      | 36% (585)          | 4% (63)            | 3% (54)              | 1617    |
| Trump Job Approve                 | 58% (487)      | 34% (289)          | 5% (41)            | 3% (28)              | 845     |
| Trump Job Disapprove              | 56% (712)      | 36% (461)          | 5% (59)            | 3% (35)              | 1268    |
| Trump Job Strongly Approve        | 61% (281)      | 32% (150)          | 4% (21)            | 3% (13)              | 464     |
| Trump Job Somewhat Approve        | 54% (206)      | 37% (140)          | 5% (20)            | 4% (16)              | 381     |
| Trump Job Somewhat Disapprove     | 49% (112)      | 44% (100)          | 6% (14)            | 1% (3)               | 230     |
| Trump Job Strongly Disapprove     | 58% (600)      | 35% (360)          | 4% (45)            | 3% (32)              | 1037    |

Continued on next page

**Table CMS8\_1:** *To what extent is it important to you that the products and/or services you purchase...  
Meet a high standard of quality*

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 56% (1233)     | 35% (773)          | 5% (109)           | 4% (85)              | 2200    |
| Favorable of Trump                   | 58% (473)      | 35% (281)          | 5% (41)            | 2% (19)              | 814     |
| Unfavorable of Trump                 | 57% (733)      | 36% (460)          | 4% (57)            | 2% (27)              | 1278    |
| Very Favorable of Trump              | 60% (279)      | 33% (153)          | 5% (23)            | 2% (9)               | 465     |
| Somewhat Favorable of Trump          | 55% (194)      | 37% (128)          | 5% (17)            | 3% (10)              | 349     |
| Somewhat Unfavorable of Trump        | 48% (99)       | 46% (94)           | 4% (8)             | 2% (4)               | 205     |
| Very Unfavorable of Trump            | 59% (634)      | 34% (366)          | 5% (49)            | 2% (23)              | 1072    |
| #1 Issue: Economy                    | 56% (406)      | 38% (274)          | 3% (22)            | 3% (20)              | 722     |
| #1 Issue: Security                   | 53% (140)      | 39% (103)          | 4% (10)            | 4% (11)              | 263     |
| #1 Issue: Health Care                | 53% (227)      | 39% (164)          | 4% (19)            | 4% (16)              | 427     |
| #1 Issue: Medicare / Social Security | 59% (167)      | 32% (91)           | 6% (16)            | 3% (8)               | 282     |
| #1 Issue: Women's Issues             | 55% (61)       | 32% (35)           | 12% (14)           | 1% (2)               | 111     |
| #1 Issue: Education                  | 48% (63)       | 23% (30)           | 15% (20)           | 14% (19)             | 132     |
| #1 Issue: Energy                     | 65% (57)       | 25% (22)           | 2% (2)             | 8% (7)               | 88      |
| #1 Issue: Other                      | 65% (114)      | 31% (54)           | 3% (6)             | 1% (1)               | 175     |
| 2018 House Vote: Democrat            | 58% (439)      | 35% (264)          | 4% (33)            | 3% (23)              | 760     |
| 2018 House Vote: Republican          | 61% (376)      | 33% (201)          | 4% (23)            | 3% (16)              | 616     |
| 2018 House Vote: Someone else        | 60% (42)       | 27% (19)           | 11% (8)            | 2% (2)               | 70      |
| 2016 Vote: Hillary Clinton           | 56% (383)      | 37% (252)          | 5% (31)            | 3% (23)              | 689     |
| 2016 Vote: Donald Trump              | 60% (398)      | 33% (219)          | 4% (25)            | 2% (16)              | 658     |
| 2016 Vote: Other                     | 56% (87)       | 38% (60)           | 3% (4)             | 4% (6)               | 157     |
| 2016 Vote: Didn't Vote               | 52% (365)      | 35% (242)          | 7% (48)            | 6% (40)              | 696     |
| Voted in 2014: Yes                   | 60% (752)      | 34% (427)          | 4% (52)            | 2% (24)              | 1255    |
| Voted in 2014: No                    | 51% (481)      | 37% (346)          | 6% (57)            | 6% (61)              | 945     |
| 2012 Vote: Barack Obama              | 58% (455)      | 36% (281)          | 4% (33)            | 2% (17)              | 785     |
| 2012 Vote: Mitt Romney               | 61% (304)      | 33% (166)          | 4% (18)            | 2% (8)               | 496     |
| 2012 Vote: Other                     | 65% (54)       | 31% (26)           | 2% (2)             | 2% (2)               | 83      |
| 2012 Vote: Didn't Vote               | 50% (418)      | 36% (299)          | 7% (55)            | 7% (59)              | 831     |

Continued on next page

**Table CMS8\_1:** To what extent is it important to you that the products and/or services you purchase...  
Meet a high standard of quality

| Demographic                           | Very important | Somewhat important | Not very important | Not important at all | Total N |
|---------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                                | 56% (1233)     | 35% (773)          | 5% (109)           | 4% (85)              | 2200    |
| 4-Region: Northeast                   | 57% (226)      | 35% (138)          | 4% (15)            | 4% (15)              | 394     |
| 4-Region: Midwest                     | 57% (264)      | 33% (152)          | 4% (18)            | 6% (29)              | 462     |
| 4-Region: South                       | 54% (448)      | 37% (305)          | 6% (51)            | 3% (21)              | 824     |
| 4-Region: West                        | 57% (296)      | 34% (179)          | 5% (25)            | 4% (20)              | 520     |
| Frequent Flyer                        | 64% (176)      | 24% (65)           | 6% (16)            | 6% (16)              | 273     |
| International Travel                  | 63% (265)      | 27% (113)          | 5% (22)            | 5% (20)              | 420     |
| Sports fans                           | 58% (852)      | 34% (501)          | 4% (57)            | 3% (47)              | 1457    |
| Heard a lot/some about new H1N1       | 62% (615)      | 31% (313)          | 4% (44)            | 3% (25)              | 997     |
| Heard not much/nothing about new H1N1 | 51% (619)      | 38% (460)          | 5% (64)            | 5% (60)              | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_2:** To what extent is it important to you that the products and/or services you purchase...  
Are the best value for the money

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 64% (1399)     | 29% (640)          | 4% (78)            | 4% (84)              | 2200    |
| Gender: Male             | 61% (648)      | 30% (315)          | 4% (38)            | 6% (61)              | 1062    |
| Gender: Female           | 66% (751)      | 29% (324)          | 4% (40)            | 2% (22)              | 1138    |
| Age: 18-34               | 60% (391)      | 27% (177)          | 6% (39)            | 7% (47)              | 655     |
| Age: 35-44               | 60% (214)      | 32% (115)          | 4% (15)            | 4% (14)              | 358     |
| Age: 45-64               | 65% (485)      | 31% (232)          | 3% (19)            | 2% (14)              | 751     |
| Age: 65+                 | 71% (309)      | 26% (115)          | 1% (4)             | 2% (8)               | 436     |
| GenZers: 1997-2012       | 60% (205)      | 24% (82)           | 6% (21)            | 10% (33)             | 340     |
| Millennials: 1981-1996   | 57% (282)      | 32% (157)          | 5% (25)            | 6% (27)              | 492     |
| GenXers: 1965-1980       | 64% (346)      | 30% (160)          | 4% (22)            | 2% (12)              | 539     |
| Baby Boomers: 1946-1964  | 68% (513)      | 29% (216)          | 1% (10)            | 2% (12)              | 752     |
| PID: Dem (no lean)       | 63% (519)      | 30% (246)          | 5% (38)            | 2% (20)              | 823     |
| PID: Ind (no lean)       | 62% (443)      | 29% (210)          | 4% (26)            | 6% (40)              | 720     |
| PID: Rep (no lean)       | 66% (437)      | 28% (184)          | 2% (14)            | 4% (23)              | 657     |
| PID/Gender: Dem Men      | 60% (216)      | 32% (116)          | 5% (16)            | 3% (12)              | 360     |
| PID/Gender: Dem Women    | 66% (303)      | 28% (130)          | 5% (22)            | 2% (8)               | 462     |
| PID/Gender: Ind Men      | 61% (219)      | 27% (98)           | 4% (14)            | 8% (31)              | 362     |
| PID/Gender: Ind Women    | 63% (224)      | 31% (113)          | 3% (11)            | 3% (10)              | 358     |
| PID/Gender: Rep Men      | 63% (213)      | 30% (102)          | 2% (7)             | 5% (18)              | 339     |
| PID/Gender: Rep Women    | 71% (224)      | 26% (82)           | 2% (7)             | 2% (5)               | 318     |
| Ideo: Liberal (1-3)      | 64% (413)      | 29% (189)          | 4% (28)            | 2% (14)              | 644     |
| Ideo: Moderate (4)       | 61% (351)      | 31% (175)          | 5% (29)            | 3% (18)              | 572     |
| Ideo: Conservative (5-7) | 68% (489)      | 29% (209)          | 2% (14)            | 1% (11)              | 724     |
| Educ: < College          | 64% (974)      | 27% (415)          | 3% (47)            | 5% (76)              | 1512    |
| Educ: Bachelors degree   | 61% (272)      | 32% (143)          | 5% (24)            | 1% (5)               | 444     |
| Educ: Post-grad          | 63% (153)      | 33% (81)           | 3% (7)             | 1% (3)               | 244     |
| Income: Under 50k        | 64% (764)      | 26% (313)          | 4% (43)            | 6% (69)              | 1189    |
| Income: 50k-100k         | 63% (419)      | 33% (218)          | 3% (17)            | 1% (8)               | 662     |
| Income: 100k+            | 62% (216)      | 31% (109)          | 5% (18)            | 2% (6)               | 349     |
| Ethnicity: White         | 64% (1102)     | 29% (501)          | 3% (59)            | 3% (59)              | 1722    |
| Ethnicity: Hispanic      | 63% (222)      | 24% (84)           | 7% (25)            | 5% (19)              | 349     |

Continued on next page

**Table CMS8\_2:** To what extent is it important to you that the products and/or services you purchase...  
Are the best value for the money

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 64% (1399)     | 29% (640)          | 4% (78)            | 4% (84)              | 2200    |
| Ethnicity: Afr. Am.               | 63% (173)      | 26% (71)           | 4% (12)            | 7% (18)              | 274     |
| Ethnicity: Other                  | 61% (123)      | 33% (67)           | 4% (7)             | 3% (6)               | 204     |
| All Christian                     | 64% (660)      | 30% (304)          | 3% (34)            | 3% (30)              | 1029    |
| All Non-Christian                 | 63% (76)       | 31% (38)           | 3% (3)             | 3% (4)               | 122     |
| Atheist                           | 66% (88)       | 29% (39)           | 3% (4)             | 2% (2)               | 133     |
| Agnostic/Nothing in particular    | 61% (321)      | 30% (157)          | 3% (17)            | 6% (30)              | 526     |
| Something Else                    | 65% (253)      | 26% (102)          | 5% (19)            | 4% (17)              | 391     |
| Religious Non-Protestant/Catholic | 63% (99)       | 32% (49)           | 3% (4)             | 3% (4)               | 156     |
| Evangelical                       | 64% (361)      | 30% (168)          | 3% (15)            | 3% (17)              | 560     |
| Non-Evangelical                   | 64% (522)      | 28% (227)          | 5% (37)            | 3% (24)              | 809     |
| Community: Urban                  | 63% (372)      | 28% (167)          | 4% (26)            | 5% (29)              | 594     |
| Community: Suburban               | 64% (673)      | 29% (303)          | 3% (36)            | 3% (33)              | 1045    |
| Community: Rural                  | 63% (354)      | 30% (170)          | 3% (15)            | 4% (21)              | 560     |
| Employ: Private Sector            | 59% (364)      | 35% (217)          | 4% (22)            | 2% (10)              | 613     |
| Employ: Government                | 60% (92)       | 29% (44)           | 6% (9)             | 5% (8)               | 154     |
| Employ: Self-Employed             | 60% (107)      | 23% (41)           | 6% (11)            | 10% (18)             | 177     |
| Employ: Homemaker                 | 70% (95)       | 21% (29)           | 5% (6)             | 4% (5)               | 135     |
| Employ: Retired                   | 70% (345)      | 27% (132)          | 1% (6)             | 2% (9)               | 492     |
| Employ: Unemployed                | 67% (217)      | 28% (92)           | 2% (5)             | 3% (9)               | 323     |
| Employ: Other                     | 56% (78)       | 31% (44)           | 4% (6)             | 8% (11)              | 140     |
| Military HH: Yes                  | 66% (227)      | 29% (100)          | 1% (3)             | 4% (13)              | 343     |
| Military HH: No                   | 63% (1172)     | 29% (540)          | 4% (75)            | 4% (70)              | 1857    |
| RD/WT: Right Direction            | 63% (366)      | 29% (170)          | 3% (15)            | 5% (32)              | 583     |
| RD/WT: Wrong Track                | 64% (1033)     | 29% (469)          | 4% (63)            | 3% (52)              | 1617    |
| Trump Job Approve                 | 68% (571)      | 26% (223)          | 3% (22)            | 3% (29)              | 845     |
| Trump Job Disapprove              | 62% (787)      | 31% (395)          | 4% (52)            | 3% (34)              | 1268    |
| Trump Job Strongly Approve        | 69% (320)      | 26% (120)          | 2% (8)             | 4% (16)              | 464     |
| Trump Job Somewhat Approve        | 66% (251)      | 27% (104)          | 4% (14)            | 3% (12)              | 381     |
| Trump Job Somewhat Disapprove     | 58% (133)      | 34% (78)           | 5% (12)            | 3% (7)               | 230     |
| Trump Job Strongly Disapprove     | 63% (654)      | 31% (317)          | 4% (39)            | 3% (27)              | 1037    |

Continued on next page

**Table CMS8\_2:** *To what extent is it important to you that the products and/or services you purchase...  
Are the best value for the money*

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 64% (1399)     | 29% (640)          | 4% (78)            | 4% (84)              | 2200    |
| Favorable of Trump                   | 69% (565)      | 26% (208)          | 2% (20)            | 3% (21)              | 814     |
| Unfavorable of Trump                 | 62% (797)      | 32% (404)          | 4% (50)            | 2% (27)              | 1278    |
| Very Favorable of Trump              | 70% (324)      | 25% (118)          | 2% (11)            | 3% (12)              | 465     |
| Somewhat Favorable of Trump          | 69% (242)      | 26% (90)           | 3% (9)             | 2% (8)               | 349     |
| Somewhat Unfavorable of Trump        | 57% (118)      | 38% (79)           | 4% (8)             | 1% (1)               | 205     |
| Very Unfavorable of Trump            | 63% (680)      | 30% (325)          | 4% (42)            | 2% (26)              | 1072    |
| #1 Issue: Economy                    | 64% (463)      | 30% (213)          | 4% (27)            | 3% (18)              | 722     |
| #1 Issue: Security                   | 64% (168)      | 29% (75)           | 2% (6)             | 6% (15)              | 263     |
| #1 Issue: Health Care                | 63% (268)      | 33% (139)          | 2% (10)            | 2% (9)               | 427     |
| #1 Issue: Medicare / Social Security | 68% (192)      | 29% (81)           | 1% (4)             | 2% (5)               | 282     |
| #1 Issue: Women's Issues             | 66% (73)       | 22% (25)           | 9% (10)            | 3% (3)               | 111     |
| #1 Issue: Education                  | 52% (69)       | 22% (29)           | 11% (14)           | 16% (21)             | 132     |
| #1 Issue: Energy                     | 52% (46)       | 38% (34)           | 2% (2)             | 7% (6)               | 88      |
| #1 Issue: Other                      | 69% (120)      | 25% (44)           | 3% (5)             | 3% (6)               | 175     |
| 2018 House Vote: Democrat            | 63% (479)      | 31% (234)          | 4% (27)            | 3% (20)              | 760     |
| 2018 House Vote: Republican          | 69% (424)      | 27% (165)          | 2% (11)            | 3% (16)              | 616     |
| 2018 House Vote: Someone else        | 68% (48)       | 28% (19)           | 3% (2)             | 1% (1)               | 70      |
| 2016 Vote: Hillary Clinton           | 64% (439)      | 31% (213)          | 3% (23)            | 2% (14)              | 689     |
| 2016 Vote: Donald Trump              | 68% (445)      | 27% (180)          | 3% (17)            | 2% (16)              | 658     |
| 2016 Vote: Other                     | 61% (96)       | 32% (49)           | 3% (5)             | 4% (6)               | 157     |
| 2016 Vote: Didn't Vote               | 60% (419)      | 28% (197)          | 5% (33)            | 7% (47)              | 696     |
| Voted in 2014: Yes                   | 67% (839)      | 28% (357)          | 3% (37)            | 2% (21)              | 1255    |
| Voted in 2014: No                    | 59% (560)      | 30% (283)          | 4% (41)            | 7% (62)              | 945     |
| 2012 Vote: Barack Obama              | 65% (507)      | 30% (237)          | 4% (29)            | 2% (13)              | 785     |
| 2012 Vote: Mitt Romney               | 68% (337)      | 28% (141)          | 2% (11)            | 2% (8)               | 496     |
| 2012 Vote: Other                     | 65% (54)       | 32% (27)           | 2% (2)             | 1% (1)               | 83      |
| 2012 Vote: Didn't Vote               | 60% (498)      | 28% (235)          | 4% (37)            | 7% (61)              | 831     |

Continued on next page



**Table CMS8\_2:** To what extent is it important to you that the products and/or services you purchase...  
 Are the best value for the money

| Demographic                           | Very important | Somewhat important | Not very important | Not important at all | Total N |
|---------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                                | 64% (1399)     | 29% (640)          | 4% (78)            | 4% (84)              | 2200    |
| 4-Region: Northeast                   | 63% (250)      | 30% (117)          | 5% (19)            | 2% (8)               | 394     |
| 4-Region: Midwest                     | 61% (284)      | 30% (137)          | 4% (18)            | 5% (24)              | 462     |
| 4-Region: South                       | 66% (544)      | 28% (227)          | 4% (29)            | 3% (24)              | 824     |
| 4-Region: West                        | 62% (321)      | 30% (158)          | 2% (12)            | 5% (29)              | 520     |
| Frequent Flyer                        | 54% (147)      | 34% (93)           | 6% (18)            | 6% (16)              | 273     |
| International Travel                  | 56% (235)      | 34% (142)          | 5% (22)            | 5% (21)              | 420     |
| Sports fans                           | 64% (937)      | 29% (425)          | 3% (50)            | 3% (45)              | 1457    |
| Heard a lot/some about new H1N1       | 63% (631)      | 30% (302)          | 4% (38)            | 3% (27)              | 997     |
| Heard not much/nothing about new H1N1 | 64% (768)      | 28% (338)          | 3% (40)            | 5% (57)              | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_3:** To what extent is it important to you that the products and/or services you purchase...  
Are prestigious, exclusive and/or signal status

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 10% (224)      | 24% (524)          | 35% (775)          | 31% (677)            | 2200    |
| Gender: Male             | 11% (121)      | 26% (275)          | 33% (346)          | 30% (320)            | 1062    |
| Gender: Female           | 9% (103)       | 22% (249)          | 38% (429)          | 31% (357)            | 1138    |
| Age: 18-34               | 13% (87)       | 28% (183)          | 32% (211)          | 27% (174)            | 655     |
| Age: 35-44               | 15% (53)       | 32% (115)          | 32% (114)          | 21% (76)             | 358     |
| Age: 45-64               | 7% (49)        | 21% (158)          | 37% (279)          | 35% (265)            | 751     |
| Age: 65+                 | 8% (35)        | 16% (68)           | 39% (171)          | 37% (162)            | 436     |
| GenZers: 1997-2012       | 11% (39)       | 29% (97)           | 30% (100)          | 30% (103)            | 340     |
| Millennials: 1981-1996   | 15% (73)       | 28% (137)          | 34% (169)          | 23% (112)            | 492     |
| GenXers: 1965-1980       | 11% (59)       | 25% (134)          | 36% (196)          | 28% (150)            | 539     |
| Baby Boomers: 1946-1964  | 5% (38)        | 19% (140)          | 38% (286)          | 38% (287)            | 752     |
| PID: Dem (no lean)       | 11% (89)       | 29% (235)          | 35% (287)          | 26% (212)            | 823     |
| PID: Ind (no lean)       | 9% (65)        | 19% (140)          | 37% (263)          | 35% (252)            | 720     |
| PID: Rep (no lean)       | 11% (70)       | 23% (150)          | 34% (225)          | 32% (213)            | 657     |
| PID/Gender: Dem Men      | 13% (47)       | 33% (117)          | 34% (121)          | 21% (75)             | 360     |
| PID/Gender: Dem Women    | 9% (43)        | 25% (118)          | 36% (166)          | 29% (136)            | 462     |
| PID/Gender: Ind Men      | 9% (34)        | 20% (72)           | 32% (116)          | 39% (140)            | 362     |
| PID/Gender: Ind Women    | 9% (31)        | 19% (68)           | 41% (147)          | 31% (112)            | 358     |
| PID/Gender: Rep Men      | 12% (40)       | 25% (87)           | 32% (108)          | 31% (105)            | 339     |
| PID/Gender: Rep Women    | 9% (30)        | 20% (63)           | 37% (117)          | 34% (108)            | 318     |
| Ideo: Liberal (1-3)      | 10% (62)       | 20% (130)          | 38% (246)          | 32% (207)            | 644     |
| Ideo: Moderate (4)       | 10% (59)       | 30% (172)          | 33% (189)          | 27% (152)            | 572     |
| Ideo: Conservative (5-7) | 10% (73)       | 22% (162)          | 38% (273)          | 30% (216)            | 724     |
| Educ: < College          | 11% (169)      | 25% (374)          | 34% (511)          | 30% (458)            | 1512    |
| Educ: Bachelors degree   | 7% (30)        | 20% (89)           | 41% (181)          | 32% (144)            | 444     |
| Educ: Post-grad          | 10% (25)       | 25% (61)           | 34% (83)           | 30% (74)             | 244     |
| Income: Under 50k        | 11% (136)      | 25% (300)          | 33% (396)          | 30% (356)            | 1189    |
| Income: 50k-100k         | 8% (51)        | 23% (152)          | 37% (246)          | 32% (213)            | 662     |
| Income: 100k+            | 11% (37)       | 21% (72)           | 38% (133)          | 31% (107)            | 349     |
| Ethnicity: White         | 9% (150)       | 21% (368)          | 37% (638)          | 33% (566)            | 1722    |
| Ethnicity: Hispanic      | 15% (51)       | 30% (105)          | 28% (98)           | 27% (94)             | 349     |

Continued on next page

**Table CMS8\_3:** To what extent is it important to you that the products and/or services you purchase...  
Are prestigious, exclusive and/or signal status

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 10% (224)      | 24% (524)          | 35% (775)          | 31% (677)            | 2200    |
| Ethnicity: Afr. Am.               | 15% (42)       | 35% (96)           | 25% (68)           | 25% (68)             | 274     |
| Ethnicity: Other                  | 16% (32)       | 30% (60)           | 34% (69)           | 21% (42)             | 204     |
| All Christian                     | 9% (97)        | 24% (251)          | 35% (365)          | 31% (316)            | 1029    |
| All Non-Christian                 | 15% (19)       | 27% (32)           | 37% (45)           | 21% (25)             | 122     |
| Atheist                           | 6% (7)         | 19% (25)           | 33% (44)           | 43% (57)             | 133     |
| Agnostic/Nothing in particular    | 11% (58)       | 22% (114)          | 35% (186)          | 32% (167)            | 526     |
| Something Else                    | 11% (43)       | 26% (102)          | 34% (135)          | 28% (111)            | 391     |
| Religious Non-Protestant/Catholic | 13% (20)       | 26% (40)           | 39% (60)           | 23% (36)             | 156     |
| Evangelical                       | 12% (65)       | 27% (154)          | 34% (191)          | 27% (151)            | 560     |
| Non-Evangelical                   | 9% (71)        | 23% (189)          | 36% (292)          | 32% (258)            | 809     |
| Community: Urban                  | 17% (99)       | 28% (164)          | 26% (154)          | 30% (178)            | 594     |
| Community: Suburban               | 7% (77)        | 24% (247)          | 39% (407)          | 30% (315)            | 1045    |
| Community: Rural                  | 9% (48)        | 20% (114)          | 38% (214)          | 33% (184)            | 560     |
| Employ: Private Sector            | 12% (74)       | 27% (166)          | 35% (217)          | 26% (157)            | 613     |
| Employ: Government                | 8% (12)        | 27% (42)           | 36% (56)           | 29% (45)             | 154     |
| Employ: Self-Employed             | 15% (27)       | 25% (45)           | 29% (51)           | 31% (54)             | 177     |
| Employ: Homemaker                 | 12% (16)       | 22% (29)           | 37% (49)           | 30% (40)             | 135     |
| Employ: Retired                   | 7% (36)        | 18% (88)           | 38% (187)          | 37% (181)            | 492     |
| Employ: Unemployed                | 10% (34)       | 24% (79)           | 34% (110)          | 31% (101)            | 323     |
| Employ: Other                     | 8% (11)        | 23% (31)           | 39% (54)           | 31% (43)             | 140     |
| Military HH: Yes                  | 9% (31)        | 21% (73)           | 36% (124)          | 33% (115)            | 343     |
| Military HH: No                   | 10% (193)      | 24% (452)          | 35% (651)          | 30% (562)            | 1857    |
| RD/WT: Right Direction            | 13% (75)       | 27% (156)          | 30% (172)          | 31% (179)            | 583     |
| RD/WT: Wrong Track                | 9% (149)       | 23% (368)          | 37% (603)          | 31% (497)            | 1617    |
| Trump Job Approve                 | 12% (100)      | 22% (186)          | 37% (313)          | 29% (245)            | 845     |
| Trump Job Disapprove              | 9% (116)       | 25% (321)          | 35% (438)          | 31% (392)            | 1268    |
| Trump Job Strongly Approve        | 15% (68)       | 24% (110)          | 32% (149)          | 30% (138)            | 464     |
| Trump Job Somewhat Approve        | 9% (32)        | 20% (77)           | 43% (164)          | 28% (108)            | 381     |
| Trump Job Somewhat Disapprove     | 8% (17)        | 32% (75)           | 36% (84)           | 24% (54)             | 230     |
| Trump Job Strongly Disapprove     | 10% (99)       | 24% (246)          | 34% (354)          | 33% (338)            | 1037    |

Continued on next page

**Table CMS8\_3: To what extent is it important to you that the products and/or services you purchase...  
Are prestigious, exclusive and/or signal status**

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 10% (224)      | 24% (524)          | 35% (775)          | 31% (677)            | 2200    |
| Favorable of Trump                   | 12% (97)       | 22% (175)          | 37% (305)          | 29% (237)            | 814     |
| Unfavorable of Trump                 | 9% (119)       | 25% (319)          | 35% (448)          | 31% (391)            | 1278    |
| Very Favorable of Trump              | 14% (65)       | 25% (115)          | 32% (147)          | 30% (138)            | 465     |
| Somewhat Favorable of Trump          | 9% (32)        | 17% (60)           | 45% (158)          | 28% (99)             | 349     |
| Somewhat Unfavorable of Trump        | 9% (18)        | 30% (62)           | 37% (76)           | 24% (50)             | 205     |
| Very Unfavorable of Trump            | 9% (102)       | 24% (257)          | 35% (372)          | 32% (341)            | 1072    |
| #1 Issue: Economy                    | 12% (84)       | 24% (175)          | 38% (273)          | 26% (190)            | 722     |
| #1 Issue: Security                   | 6% (16)        | 25% (66)           | 37% (96)           | 33% (86)             | 263     |
| #1 Issue: Health Care                | 12% (51)       | 25% (108)          | 32% (136)          | 31% (132)            | 427     |
| #1 Issue: Medicare / Social Security | 10% (28)       | 23% (66)           | 34% (97)           | 32% (90)             | 282     |
| #1 Issue: Women's Issues             | 11% (13)       | 20% (23)           | 38% (42)           | 30% (33)             | 111     |
| #1 Issue: Education                  | 8% (11)        | 20% (27)           | 28% (37)           | 43% (57)             | 132     |
| #1 Issue: Energy                     | 5% (5)         | 41% (36)           | 20% (18)           | 34% (30)             | 88      |
| #1 Issue: Other                      | 10% (17)       | 14% (25)           | 43% (76)           | 33% (58)             | 175     |
| 2018 House Vote: Democrat            | 10% (78)       | 25% (189)          | 34% (262)          | 31% (232)            | 760     |
| 2018 House Vote: Republican          | 11% (66)       | 23% (140)          | 35% (217)          | 31% (193)            | 616     |
| 2018 House Vote: Someone else        | 7% (5)         | 19% (13)           | 37% (25)           | 38% (26)             | 70      |
| 2016 Vote: Hillary Clinton           | 8% (58)        | 27% (184)          | 36% (245)          | 29% (202)            | 689     |
| 2016 Vote: Donald Trump              | 11% (73)       | 21% (139)          | 36% (240)          | 31% (205)            | 658     |
| 2016 Vote: Other                     | 4% (7)         | 19% (30)           | 39% (61)           | 38% (59)             | 157     |
| 2016 Vote: Didn't Vote               | 12% (86)       | 25% (172)          | 33% (229)          | 30% (210)            | 696     |
| Voted in 2014: Yes                   | 10% (124)      | 22% (276)          | 37% (470)          | 31% (385)            | 1255    |
| Voted in 2014: No                    | 11% (100)      | 26% (248)          | 32% (305)          | 31% (291)            | 945     |
| 2012 Vote: Barack Obama              | 9% (72)        | 25% (194)          | 36% (285)          | 30% (235)            | 785     |
| 2012 Vote: Mitt Romney               | 10% (49)       | 19% (92)           | 39% (193)          | 33% (163)            | 496     |
| 2012 Vote: Other                     | 8% (7)         | 18% (15)           | 29% (24)           | 44% (37)             | 83      |
| 2012 Vote: Didn't Vote               | 11% (94)       | 27% (223)          | 33% (273)          | 29% (240)            | 831     |

Continued on next page

**Table CMS8\_3:** To what extent is it important to you that the products and/or services you purchase...  
Are prestigious, exclusive and/or signal status

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 10%            | (224) | 24%                | (524) | 35%                | (775) | 31%                  | (677) | 2200    |
| 4-Region: Northeast                   | 11%            | (42)  | 21%                | (81)  | 40%                | (157) | 29%                  | (113) | 394     |
| 4-Region: Midwest                     | 8%             | (35)  | 24%                | (113) | 35%                | (163) | 33%                  | (151) | 462     |
| 4-Region: South                       | 12%            | (98)  | 26%                | (210) | 33%                | (269) | 30%                  | (247) | 824     |
| 4-Region: West                        | 9%             | (48)  | 23%                | (120) | 36%                | (186) | 32%                  | (166) | 520     |
| Frequent Flyer                        | 15%            | (41)  | 24%                | (67)  | 32%                | (87)  | 29%                  | (78)  | 273     |
| International Travel                  | 15%            | (63)  | 30%                | (127) | 32%                | (134) | 23%                  | (96)  | 420     |
| Sports fans                           | 12%            | (176) | 26%                | (383) | 36%                | (522) | 26%                  | (377) | 1457    |
| Heard a lot/some about new H1N1       | 12%            | (119) | 28%                | (274) | 35%                | (348) | 26%                  | (256) | 997     |
| Heard not much/nothing about new H1N1 | 9%             | (105) | 21%                | (250) | 36%                | (427) | 35%                  | (421) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_4:** To what extent is it important to you that the products and/or services you purchase...  
Are popular or trendy

| Demographic              | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                   | 8%             | (183) | 24%                | (535) | 41%                | (894) | 27%                  | (589) | 2200    |
| Gender: Male             | 10%            | (101) | 25%                | (268) | 38%                | (400) | 28%                  | (293) | 1062    |
| Gender: Female           | 7%             | (82)  | 23%                | (267) | 43%                | (494) | 26%                  | (296) | 1138    |
| Age: 18-34               | 12%            | (78)  | 29%                | (191) | 39%                | (258) | 20%                  | (128) | 655     |
| Age: 35-44               | 10%            | (36)  | 33%                | (119) | 35%                | (124) | 22%                  | (79)  | 358     |
| Age: 45-64               | 6%             | (45)  | 21%                | (157) | 41%                | (308) | 32%                  | (242) | 751     |
| Age: 65+                 | 5%             | (24)  | 16%                | (68)  | 47%                | (204) | 32%                  | (141) | 436     |
| GenZers: 1997-2012       | 13%            | (43)  | 28%                | (94)  | 39%                | (133) | 21%                  | (70)  | 340     |
| Millennials: 1981-1996   | 10%            | (51)  | 32%                | (157) | 38%                | (186) | 20%                  | (98)  | 492     |
| GenXers: 1965-1980       | 10%            | (52)  | 24%                | (129) | 40%                | (217) | 26%                  | (141) | 539     |
| Baby Boomers: 1946-1964  | 4%             | (27)  | 18%                | (138) | 43%                | (325) | 35%                  | (262) | 752     |
| PID: Dem (no lean)       | 9%             | (73)  | 27%                | (223) | 43%                | (353) | 21%                  | (173) | 823     |
| PID: Ind (no lean)       | 7%             | (50)  | 23%                | (164) | 38%                | (276) | 32%                  | (230) | 720     |
| PID: Rep (no lean)       | 9%             | (59)  | 22%                | (148) | 40%                | (264) | 28%                  | (186) | 657     |
| PID/Gender: Dem Men      | 11%            | (40)  | 29%                | (103) | 41%                | (146) | 20%                  | (71)  | 360     |
| PID/Gender: Dem Women    | 7%             | (33)  | 26%                | (120) | 45%                | (207) | 22%                  | (102) | 462     |
| PID/Gender: Ind Men      | 7%             | (25)  | 23%                | (83)  | 36%                | (132) | 34%                  | (123) | 362     |
| PID/Gender: Ind Women    | 7%             | (25)  | 23%                | (81)  | 40%                | (144) | 30%                  | (108) | 358     |
| PID/Gender: Rep Men      | 11%            | (36)  | 24%                | (82)  | 36%                | (122) | 29%                  | (100) | 339     |
| PID/Gender: Rep Women    | 7%             | (23)  | 21%                | (66)  | 45%                | (142) | 27%                  | (86)  | 318     |
| Ideo: Liberal (1-3)      | 6%             | (42)  | 25%                | (163) | 43%                | (278) | 25%                  | (161) | 644     |
| Ideo: Moderate (4)       | 10%            | (55)  | 28%                | (160) | 37%                | (210) | 26%                  | (147) | 572     |
| Ideo: Conservative (5-7) | 10%            | (72)  | 20%                | (145) | 43%                | (309) | 27%                  | (197) | 724     |
| Educ: < College          | 9%             | (131) | 26%                | (393) | 38%                | (579) | 27%                  | (409) | 1512    |
| Educ: Bachelors degree   | 6%             | (28)  | 20%                | (90)  | 47%                | (207) | 27%                  | (119) | 444     |
| Educ: Post-grad          | 10%            | (24)  | 21%                | (52)  | 44%                | (107) | 25%                  | (61)  | 244     |
| Income: Under 50k        | 9%             | (110) | 25%                | (295) | 38%                | (451) | 28%                  | (333) | 1189    |
| Income: 50k-100k         | 5%             | (36)  | 24%                | (161) | 44%                | (289) | 26%                  | (175) | 662     |
| Income: 100k+            | 11%            | (37)  | 22%                | (78)  | 44%                | (153) | 23%                  | (81)  | 349     |
| Ethnicity: White         | 8%             | (131) | 22%                | (379) | 42%                | (720) | 29%                  | (491) | 1722    |
| Ethnicity: Hispanic      | 11%            | (37)  | 28%                | (99)  | 39%                | (138) | 21%                  | (75)  | 349     |

Continued on next page

**Table CMS8\_4:** To what extent is it important to you that the products and/or services you purchase...  
Are popular or trendy

| Demographic                       | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|-----------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                            | 8%             | (183) | 24%                | (535) | 41%                | (894) | 27%                  | (589) | 2200    |
| Ethnicity: Afr. Am.               | 11%            | (30)  | 34%                | (92)  | 34%                | (92)  | 22%                  | (59)  | 274     |
| Ethnicity: Other                  | 10%            | (21)  | 31%                | (63)  | 40%                | (81)  | 19%                  | (39)  | 204     |
| All Christian                     | 9%             | (88)  | 24%                | (242) | 41%                | (425) | 27%                  | (274) | 1029    |
| All Non-Christian                 | 13%            | (16)  | 28%                | (34)  | 37%                | (46)  | 22%                  | (26)  | 122     |
| Atheist                           | 5%             | (6)   | 18%                | (24)  | 46%                | (62)  | 31%                  | (41)  | 133     |
| Agnostic/Nothing in particular    | 7%             | (35)  | 26%                | (136) | 40%                | (209) | 28%                  | (146) | 526     |
| Something Else                    | 10%            | (37)  | 25%                | (99)  | 39%                | (153) | 26%                  | (102) | 391     |
| Religious Non-Protestant/Catholic | 12%            | (19)  | 29%                | (45)  | 37%                | (57)  | 22%                  | (34)  | 156     |
| Evangelical                       | 11%            | (59)  | 27%                | (151) | 39%                | (219) | 23%                  | (131) | 560     |
| Non-Evangelical                   | 7%             | (61)  | 22%                | (175) | 43%                | (344) | 28%                  | (230) | 809     |
| Community: Urban                  | 12%            | (71)  | 29%                | (175) | 34%                | (204) | 24%                  | (145) | 594     |
| Community: Suburban               | 7%             | (71)  | 24%                | (246) | 44%                | (464) | 25%                  | (264) | 1045    |
| Community: Rural                  | 7%             | (40)  | 20%                | (113) | 40%                | (226) | 32%                  | (181) | 560     |
| Employ: Private Sector            | 9%             | (54)  | 28%                | (170) | 41%                | (249) | 23%                  | (140) | 613     |
| Employ: Government                | 5%             | (8)   | 26%                | (40)  | 43%                | (67)  | 26%                  | (39)  | 154     |
| Employ: Self-Employed             | 13%            | (22)  | 22%                | (39)  | 33%                | (59)  | 32%                  | (57)  | 177     |
| Employ: Homemaker                 | 10%            | (14)  | 17%                | (23)  | 44%                | (59)  | 29%                  | (39)  | 135     |
| Employ: Retired                   | 6%             | (31)  | 18%                | (87)  | 45%                | (221) | 31%                  | (154) | 492     |
| Employ: Unemployed                | 9%             | (28)  | 26%                | (84)  | 37%                | (120) | 28%                  | (92)  | 323     |
| Employ: Other                     | 6%             | (8)   | 27%                | (38)  | 39%                | (54)  | 29%                  | (40)  | 140     |
| Military HH: Yes                  | 11%            | (37)  | 20%                | (67)  | 41%                | (140) | 29%                  | (98)  | 343     |
| Military HH: No                   | 8%             | (145) | 25%                | (468) | 41%                | (753) | 26%                  | (491) | 1857    |
| RD/WT: Right Direction            | 13%            | (77)  | 22%                | (130) | 35%                | (207) | 29%                  | (169) | 583     |
| RD/WT: Wrong Track                | 7%             | (106) | 25%                | (404) | 42%                | (687) | 26%                  | (420) | 1617    |
| Trump Job Approve                 | 10%            | (84)  | 21%                | (181) | 40%                | (337) | 29%                  | (243) | 845     |
| Trump Job Disapprove              | 7%             | (95)  | 26%                | (326) | 42%                | (530) | 25%                  | (317) | 1268    |
| Trump Job Strongly Approve        | 13%            | (60)  | 22%                | (104) | 38%                | (175) | 27%                  | (125) | 464     |
| Trump Job Somewhat Approve        | 6%             | (23)  | 20%                | (77)  | 43%                | (162) | 31%                  | (118) | 381     |
| Trump Job Somewhat Disapprove     | 7%             | (16)  | 26%                | (60)  | 47%                | (108) | 20%                  | (46)  | 230     |
| Trump Job Strongly Disapprove     | 8%             | (79)  | 26%                | (265) | 41%                | (422) | 26%                  | (271) | 1037    |

Continued on next page

**Table CMS8\_4:** To what extent is it important to you that the products and/or services you purchase...  
Are popular or trendy

| Demographic                          | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                               | 8%             | (183) | 24%                | (535) | 41%                | (894) | 27%                  | (589) | 2200    |
| Favorable of Trump                   | 10%            | (84)  | 21%                | (173) | 41%                | (330) | 28%                  | (227) | 814     |
| Unfavorable of Trump                 | 7%             | (94)  | 26%                | (327) | 42%                | (538) | 25%                  | (318) | 1278    |
| Very Favorable of Trump              | 12%            | (58)  | 23%                | (107) | 38%                | (175) | 27%                  | (125) | 465     |
| Somewhat Favorable of Trump          | 8%             | (26)  | 19%                | (67)  | 44%                | (155) | 29%                  | (101) | 349     |
| Somewhat Unfavorable of Trump        | 8%             | (16)  | 28%                | (58)  | 44%                | (89)  | 21%                  | (42)  | 205     |
| Very Unfavorable of Trump            | 7%             | (78)  | 25%                | (269) | 42%                | (449) | 26%                  | (276) | 1072    |
| #1 Issue: Economy                    | 9%             | (62)  | 27%                | (192) | 41%                | (296) | 24%                  | (171) | 722     |
| #1 Issue: Security                   | 8%             | (22)  | 17%                | (45)  | 46%                | (120) | 29%                  | (76)  | 263     |
| #1 Issue: Health Care                | 8%             | (34)  | 26%                | (113) | 38%                | (164) | 27%                  | (116) | 427     |
| #1 Issue: Medicare / Social Security | 8%             | (23)  | 22%                | (62)  | 42%                | (119) | 28%                  | (78)  | 282     |
| #1 Issue: Women's Issues             | 11%            | (12)  | 29%                | (32)  | 35%                | (39)  | 25%                  | (28)  | 111     |
| #1 Issue: Education                  | 6%             | (8)   | 23%                | (31)  | 40%                | (53)  | 30%                  | (40)  | 132     |
| #1 Issue: Energy                     | 13%            | (11)  | 23%                | (20)  | 35%                | (31)  | 29%                  | (25)  | 88      |
| #1 Issue: Other                      | 6%             | (11)  | 22%                | (39)  | 41%                | (71)  | 31%                  | (55)  | 175     |
| 2018 House Vote: Democrat            | 8%             | (63)  | 23%                | (178) | 43%                | (325) | 26%                  | (194) | 760     |
| 2018 House Vote: Republican          | 9%             | (58)  | 22%                | (135) | 40%                | (248) | 28%                  | (175) | 616     |
| 2018 House Vote: Someone else        | 4%             | (3)   | 26%                | (18)  | 39%                | (27)  | 32%                  | (22)  | 70      |
| 2016 Vote: Hillary Clinton           | 6%             | (44)  | 25%                | (173) | 43%                | (295) | 26%                  | (177) | 689     |
| 2016 Vote: Donald Trump              | 10%            | (64)  | 21%                | (137) | 42%                | (275) | 28%                  | (182) | 658     |
| 2016 Vote: Other                     | 3%             | (4)   | 18%                | (29)  | 46%                | (72)  | 33%                  | (51)  | 157     |
| 2016 Vote: Didn't Vote               | 10%            | (70)  | 28%                | (195) | 36%                | (251) | 26%                  | (179) | 696     |
| Voted in 2014: Yes                   | 8%             | (101) | 22%                | (270) | 43%                | (537) | 28%                  | (347) | 1255    |
| Voted in 2014: No                    | 9%             | (82)  | 28%                | (265) | 38%                | (356) | 26%                  | (242) | 945     |
| 2012 Vote: Barack Obama              | 7%             | (55)  | 23%                | (178) | 44%                | (343) | 27%                  | (209) | 785     |
| 2012 Vote: Mitt Romney               | 9%             | (44)  | 19%                | (96)  | 41%                | (203) | 31%                  | (154) | 496     |
| 2012 Vote: Other                     | 7%             | (6)   | 20%                | (17)  | 37%                | (30)  | 36%                  | (30)  | 83      |
| 2012 Vote: Didn't Vote               | 9%             | (76)  | 29%                | (243) | 38%                | (317) | 23%                  | (194) | 831     |

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**Table CMS8\_4:** To what extent is it important to you that the products and/or services you purchase...  
Are popular or trendy

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 8%             | (183) | 24%                | (535) | 41%                | (894) | 27%                  | (589) | 2200    |
| 4-Region: Northeast                   | 9%             | (35)  | 25%                | (98)  | 41%                | (161) | 25%                  | (100) | 394     |
| 4-Region: Midwest                     | 5%             | (24)  | 20%                | (95)  | 46%                | (211) | 29%                  | (132) | 462     |
| 4-Region: South                       | 10%            | (83)  | 26%                | (217) | 38%                | (310) | 26%                  | (214) | 824     |
| 4-Region: West                        | 8%             | (41)  | 24%                | (125) | 41%                | (211) | 28%                  | (144) | 520     |
| Frequent Flyer                        | 10%            | (26)  | 25%                | (69)  | 41%                | (111) | 24%                  | (67)  | 273     |
| International Travel                  | 12%            | (52)  | 29%                | (120) | 40%                | (167) | 19%                  | (82)  | 420     |
| Sports fans                           | 10%            | (140) | 28%                | (404) | 40%                | (583) | 23%                  | (330) | 1457    |
| Heard a lot/some about new H1N1       | 11%            | (108) | 28%                | (279) | 40%                | (396) | 21%                  | (214) | 997     |
| Heard not much/nothing about new H1N1 | 6%             | (74)  | 21%                | (256) | 41%                | (498) | 31%                  | (375) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_5:** To what extent is it important to you that the products and/or services you purchase...  
Are new or innovative

| Demographic              | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                   | 15%            | (336) | 41%                | (911) | 32%                | (698) | 12%                  | (255) | 2200    |
| Gender: Male             | 18%            | (193) | 42%                | (449) | 29%                | (309) | 10%                  | (110) | 1062    |
| Gender: Female           | 13%            | (143) | 41%                | (462) | 34%                | (389) | 13%                  | (144) | 1138    |
| Age: 18-34               | 22%            | (142) | 39%                | (258) | 28%                | (184) | 11%                  | (71)  | 655     |
| Age: 35-44               | 18%            | (64)  | 46%                | (166) | 26%                | (92)  | 10%                  | (36)  | 358     |
| Age: 45-64               | 11%            | (81)  | 44%                | (334) | 32%                | (239) | 13%                  | (97)  | 751     |
| Age: 65+                 | 11%            | (49)  | 35%                | (153) | 42%                | (184) | 12%                  | (51)  | 436     |
| GenZers: 1997-2012       | 18%            | (60)  | 44%                | (149) | 26%                | (89)  | 12%                  | (42)  | 340     |
| Millennials: 1981-1996   | 23%            | (113) | 41%                | (199) | 27%                | (132) | 10%                  | (47)  | 492     |
| GenXers: 1965-1980       | 15%            | (82)  | 44%                | (237) | 30%                | (163) | 10%                  | (56)  | 539     |
| Baby Boomers: 1946-1964  | 8%             | (63)  | 39%                | (297) | 39%                | (292) | 13%                  | (100) | 752     |
| PID: Dem (no lean)       | 18%            | (145) | 46%                | (379) | 28%                | (233) | 8%                   | (65)  | 823     |
| PID: Ind (no lean)       | 11%            | (83)  | 40%                | (292) | 33%                | (237) | 15%                  | (108) | 720     |
| PID: Rep (no lean)       | 16%            | (108) | 37%                | (240) | 35%                | (228) | 12%                  | (81)  | 657     |
| PID/Gender: Dem Men      | 22%            | (79)  | 47%                | (171) | 24%                | (88)  | 6%                   | (22)  | 360     |
| PID/Gender: Dem Women    | 14%            | (66)  | 45%                | (209) | 31%                | (145) | 9%                   | (43)  | 462     |
| PID/Gender: Ind Men      | 11%            | (38)  | 43%                | (154) | 32%                | (115) | 15%                  | (55)  | 362     |
| PID/Gender: Ind Women    | 12%            | (44)  | 38%                | (137) | 34%                | (123) | 15%                  | (53)  | 358     |
| PID/Gender: Rep Men      | 22%            | (75)  | 37%                | (124) | 31%                | (106) | 10%                  | (33)  | 339     |
| PID/Gender: Rep Women    | 10%            | (33)  | 36%                | (115) | 38%                | (122) | 15%                  | (48)  | 318     |
| Ideo: Liberal (1-3)      | 16%            | (103) | 47%                | (303) | 29%                | (188) | 8%                   | (50)  | 644     |
| Ideo: Moderate (4)       | 15%            | (84)  | 46%                | (262) | 30%                | (169) | 10%                  | (57)  | 572     |
| Ideo: Conservative (5-7) | 16%            | (119) | 37%                | (266) | 37%                | (269) | 10%                  | (70)  | 724     |
| Educ: < College          | 16%            | (235) | 40%                | (608) | 31%                | (472) | 13%                  | (197) | 1512    |
| Educ: Bachelors degree   | 13%            | (57)  | 45%                | (198) | 33%                | (146) | 9%                   | (42)  | 444     |
| Educ: Post-grad          | 18%            | (44)  | 43%                | (104) | 33%                | (80)  | 7%                   | (16)  | 244     |
| Income: Under 50k        | 16%            | (189) | 38%                | (457) | 31%                | (363) | 15%                  | (180) | 1189    |
| Income: 50k-100k         | 13%            | (85)  | 45%                | (299) | 34%                | (225) | 8%                   | (54)  | 662     |
| Income: 100k+            | 18%            | (62)  | 44%                | (155) | 32%                | (111) | 6%                   | (21)  | 349     |
| Ethnicity: White         | 14%            | (233) | 40%                | (692) | 34%                | (591) | 12%                  | (205) | 1722    |
| Ethnicity: Hispanic      | 20%            | (69)  | 47%                | (165) | 24%                | (84)  | 9%                   | (32)  | 349     |

Continued on next page

**Table CMS8\_5:** To what extent is it important to you that the products and/or services you purchase...  
Are new or innovative

| Demographic                       | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|-----------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                            | 15%            | (336) | 41%                | (911) | 32%                | (698) | 12%                  | (255) | 2200    |
| Ethnicity: Afr. Am.               | 24%            | (65)  | 45%                | (122) | 19%                | (52)  | 13%                  | (36)  | 274     |
| Ethnicity: Other                  | 19%            | (39)  | 47%                | (96)  | 27%                | (55)  | 7%                   | (14)  | 204     |
| All Christian                     | 15%            | (150) | 42%                | (427) | 33%                | (342) | 11%                  | (110) | 1029    |
| All Non-Christian                 | 22%            | (27)  | 47%                | (57)  | 27%                | (33)  | 4%                   | (5)   | 122     |
| Atheist                           | 11%            | (14)  | 46%                | (62)  | 34%                | (46)  | 9%                   | (12)  | 133     |
| Agnostic/Nothing in particular    | 16%            | (83)  | 43%                | (225) | 29%                | (151) | 13%                  | (67)  | 526     |
| Something Else                    | 16%            | (62)  | 36%                | (140) | 33%                | (128) | 16%                  | (61)  | 391     |
| Religious Non-Protestant/Catholic | 20%            | (31)  | 47%                | (74)  | 28%                | (43)  | 5%                   | (9)   | 156     |
| Evangelical                       | 19%            | (104) | 35%                | (198) | 33%                | (186) | 13%                  | (72)  | 560     |
| Non-Evangelical                   | 13%            | (101) | 43%                | (349) | 33%                | (270) | 11%                  | (89)  | 809     |
| Community: Urban                  | 20%            | (118) | 47%                | (281) | 23%                | (135) | 10%                  | (60)  | 594     |
| Community: Suburban               | 15%            | (153) | 40%                | (423) | 35%                | (368) | 10%                  | (102) | 1045    |
| Community: Rural                  | 12%            | (65)  | 37%                | (207) | 35%                | (196) | 16%                  | (92)  | 560     |
| Employ: Private Sector            | 19%            | (117) | 44%                | (267) | 30%                | (184) | 7%                   | (44)  | 613     |
| Employ: Government                | 14%            | (22)  | 44%                | (68)  | 29%                | (44)  | 13%                  | (20)  | 154     |
| Employ: Self-Employed             | 14%            | (24)  | 41%                | (72)  | 29%                | (51)  | 17%                  | (30)  | 177     |
| Employ: Homemaker                 | 19%            | (25)  | 35%                | (47)  | 28%                | (37)  | 18%                  | (25)  | 135     |
| Employ: Retired                   | 11%            | (56)  | 38%                | (188) | 38%                | (186) | 13%                  | (62)  | 492     |
| Employ: Unemployed                | 18%            | (57)  | 39%                | (126) | 33%                | (108) | 10%                  | (33)  | 323     |
| Employ: Other                     | 9%             | (12)  | 38%                | (53)  | 33%                | (46)  | 20%                  | (28)  | 140     |
| Military HH: Yes                  | 12%            | (41)  | 45%                | (155) | 32%                | (108) | 11%                  | (38)  | 343     |
| Military HH: No                   | 16%            | (295) | 41%                | (756) | 32%                | (590) | 12%                  | (216) | 1857    |
| RD/WT: Right Direction            | 21%            | (120) | 37%                | (213) | 29%                | (168) | 14%                  | (82)  | 583     |
| RD/WT: Wrong Track                | 13%            | (216) | 43%                | (698) | 33%                | (530) | 11%                  | (173) | 1617    |
| Trump Job Approve                 | 16%            | (136) | 38%                | (317) | 34%                | (283) | 13%                  | (109) | 845     |
| Trump Job Disapprove              | 15%            | (193) | 44%                | (562) | 31%                | (394) | 9%                   | (118) | 1268    |
| Trump Job Strongly Approve        | 18%            | (85)  | 38%                | (175) | 31%                | (142) | 13%                  | (62)  | 464     |
| Trump Job Somewhat Approve        | 13%            | (51)  | 37%                | (142) | 37%                | (141) | 12%                  | (47)  | 381     |
| Trump Job Somewhat Disapprove     | 17%            | (40)  | 42%                | (98)  | 34%                | (79)  | 6%                   | (13)  | 230     |
| Trump Job Strongly Disapprove     | 15%            | (153) | 45%                | (465) | 30%                | (315) | 10%                  | (105) | 1037    |

Continued on next page

**Table CMS8\_5:** To what extent is it important to you that the products and/or services you purchase...  
Are new or innovative

| Demographic                          | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                               | 15%            | (336) | 41%                | (911) | 32%                | (698) | 12%                  | (255) | 2200    |
| Favorable of Trump                   | 16%            | (131) | 38%                | (307) | 35%                | (283) | 11%                  | (93)  | 814     |
| Unfavorable of Trump                 | 16%            | (198) | 44%                | (565) | 31%                | (395) | 9%                   | (118) | 1278    |
| Very Favorable of Trump              | 19%            | (86)  | 36%                | (167) | 33%                | (152) | 13%                  | (59)  | 465     |
| Somewhat Favorable of Trump          | 13%            | (44)  | 40%                | (140) | 38%                | (131) | 10%                  | (34)  | 349     |
| Somewhat Unfavorable of Trump        | 15%            | (31)  | 42%                | (86)  | 36%                | (75)  | 7%                   | (14)  | 205     |
| Very Unfavorable of Trump            | 16%            | (167) | 45%                | (479) | 30%                | (321) | 10%                  | (105) | 1072    |
| #1 Issue: Economy                    | 18%            | (130) | 40%                | (292) | 33%                | (240) | 8%                   | (60)  | 722     |
| #1 Issue: Security                   | 10%            | (26)  | 38%                | (101) | 38%                | (101) | 13%                  | (35)  | 263     |
| #1 Issue: Health Care                | 12%            | (53)  | 46%                | (197) | 30%                | (127) | 12%                  | (50)  | 427     |
| #1 Issue: Medicare / Social Security | 15%            | (42)  | 39%                | (109) | 34%                | (95)  | 13%                  | (35)  | 282     |
| #1 Issue: Women's Issues             | 19%            | (21)  | 39%                | (43)  | 31%                | (34)  | 11%                  | (12)  | 111     |
| #1 Issue: Education                  | 11%            | (15)  | 48%                | (63)  | 22%                | (29)  | 19%                  | (26)  | 132     |
| #1 Issue: Energy                     | 24%            | (21)  | 44%                | (39)  | 17%                | (15)  | 15%                  | (13)  | 88      |
| #1 Issue: Other                      | 16%            | (28)  | 38%                | (67)  | 33%                | (58)  | 13%                  | (22)  | 175     |
| 2018 House Vote: Democrat            | 17%            | (130) | 44%                | (332) | 30%                | (227) | 9%                   | (71)  | 760     |
| 2018 House Vote: Republican          | 18%            | (110) | 35%                | (216) | 36%                | (224) | 11%                  | (66)  | 616     |
| 2018 House Vote: Someone else        | 10%            | (7)   | 47%                | (33)  | 31%                | (21)  | 13%                  | (9)   | 70      |
| 2016 Vote: Hillary Clinton           | 15%            | (105) | 44%                | (306) | 30%                | (209) | 10%                  | (69)  | 689     |
| 2016 Vote: Donald Trump              | 17%            | (115) | 35%                | (233) | 37%                | (241) | 10%                  | (69)  | 658     |
| 2016 Vote: Other                     | 9%             | (14)  | 46%                | (72)  | 32%                | (51)  | 13%                  | (21)  | 157     |
| 2016 Vote: Didn't Vote               | 15%            | (102) | 43%                | (300) | 28%                | (197) | 14%                  | (96)  | 696     |
| Voted in 2014: Yes                   | 15%            | (194) | 42%                | (525) | 33%                | (411) | 10%                  | (125) | 1255    |
| Voted in 2014: No                    | 15%            | (143) | 41%                | (386) | 30%                | (287) | 14%                  | (129) | 945     |
| 2012 Vote: Barack Obama              | 15%            | (120) | 44%                | (346) | 31%                | (243) | 10%                  | (76)  | 785     |
| 2012 Vote: Mitt Romney               | 14%            | (70)  | 38%                | (190) | 37%                | (182) | 11%                  | (54)  | 496     |
| 2012 Vote: Other                     | 17%            | (14)  | 38%                | (32)  | 29%                | (24)  | 16%                  | (13)  | 83      |
| 2012 Vote: Didn't Vote               | 16%            | (130) | 41%                | (341) | 30%                | (249) | 13%                  | (111) | 831     |

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**Table CMS8\_5:** To what extent is it important to you that the products and/or services you purchase...  
 Are new or innovative

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 15%            | (336) | 41%                | (911) | 32%                | (698) | 12%                  | (255) | 2200    |
| 4-Region: Northeast                   | 15%            | (60)  | 43%                | (168) | 31%                | (122) | 11%                  | (44)  | 394     |
| 4-Region: Midwest                     | 14%            | (64)  | 38%                | (174) | 36%                | (165) | 13%                  | (59)  | 462     |
| 4-Region: South                       | 15%            | (127) | 41%                | (340) | 31%                | (259) | 12%                  | (97)  | 824     |
| 4-Region: West                        | 16%            | (85)  | 44%                | (229) | 29%                | (152) | 10%                  | (54)  | 520     |
| Frequent Flyer                        | 22%            | (60)  | 46%                | (127) | 22%                | (61)  | 9%                   | (26)  | 273     |
| International Travel                  | 24%            | (101) | 46%                | (195) | 22%                | (93)  | 8%                   | (32)  | 420     |
| Sports fans                           | 17%            | (245) | 44%                | (639) | 30%                | (441) | 9%                   | (132) | 1457    |
| Heard a lot/some about new H1N1       | 19%            | (192) | 43%                | (429) | 29%                | (288) | 9%                   | (88)  | 997     |
| Heard not much/nothing about new H1N1 | 12%            | (144) | 40%                | (482) | 34%                | (411) | 14%                  | (166) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_6:** To what extent is it important to you that the products and/or services you purchase...  
Have been around for a long time

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 19% (426)      | 45% (984)          | 26% (573)          | 10% (217)            | 2200    |
| Gender: Male             | 19% (202)      | 46% (484)          | 24% (260)          | 11% (116)            | 1062    |
| Gender: Female           | 20% (224)      | 44% (500)          | 28% (313)          | 9% (101)             | 1138    |
| Age: 18-34               | 18% (117)      | 35% (226)          | 33% (219)          | 14% (93)             | 655     |
| Age: 35-44               | 22% (78)       | 44% (156)          | 23% (82)           | 11% (41)             | 358     |
| Age: 45-64               | 20% (152)      | 48% (364)          | 24% (177)          | 8% (58)              | 751     |
| Age: 65+                 | 18% (79)       | 54% (238)          | 22% (94)           | 6% (25)              | 436     |
| GenZers: 1997-2012       | 16% (56)       | 33% (112)          | 34% (116)          | 16% (56)             | 340     |
| Millennials: 1981-1996   | 20% (98)       | 39% (194)          | 28% (137)          | 13% (63)             | 492     |
| GenXers: 1965-1980       | 24% (127)      | 43% (230)          | 25% (135)          | 9% (46)              | 539     |
| Baby Boomers: 1946-1964  | 17% (125)      | 54% (409)          | 22% (168)          | 7% (49)              | 752     |
| PID: Dem (no lean)       | 22% (178)      | 43% (356)          | 27% (224)          | 8% (66)              | 823     |
| PID: Ind (no lean)       | 15% (110)      | 44% (314)          | 28% (201)          | 13% (95)             | 720     |
| PID: Rep (no lean)       | 21% (139)      | 48% (314)          | 22% (148)          | 9% (56)              | 657     |
| PID/Gender: Dem Men      | 25% (88)       | 42% (152)          | 25% (90)           | 8% (31)              | 360     |
| PID/Gender: Dem Women    | 19% (89)       | 44% (204)          | 29% (134)          | 8% (35)              | 462     |
| PID/Gender: Ind Men      | 14% (52)       | 46% (166)          | 25% (89)           | 15% (55)             | 362     |
| PID/Gender: Ind Women    | 16% (58)       | 41% (148)          | 31% (112)          | 11% (40)             | 358     |
| PID/Gender: Rep Men      | 18% (62)       | 49% (166)          | 24% (81)           | 9% (30)              | 339     |
| PID/Gender: Rep Women    | 24% (77)       | 47% (148)          | 21% (67)           | 8% (26)              | 318     |
| Ideo: Liberal (1-3)      | 15% (95)       | 40% (259)          | 34% (218)          | 11% (72)             | 644     |
| Ideo: Moderate (4)       | 23% (133)      | 47% (269)          | 22% (128)          | 7% (42)              | 572     |
| Ideo: Conservative (5-7) | 21% (152)      | 50% (361)          | 23% (167)          | 6% (44)              | 724     |
| Educ: < College          | 21% (323)      | 45% (675)          | 24% (356)          | 10% (158)            | 1512    |
| Educ: Bachelors degree   | 13% (57)       | 45% (199)          | 34% (149)          | 9% (39)              | 444     |
| Educ: Post-grad          | 19% (46)       | 45% (110)          | 28% (67)           | 8% (20)              | 244     |
| Income: Under 50k        | 22% (260)      | 45% (530)          | 23% (276)          | 10% (123)            | 1189    |
| Income: 50k-100k         | 17% (113)      | 47% (308)          | 28% (183)          | 9% (57)              | 662     |
| Income: 100k+            | 15% (53)       | 42% (145)          | 33% (114)          | 11% (37)             | 349     |
| Ethnicity: White         | 18% (317)      | 46% (797)          | 26% (449)          | 9% (159)             | 1722    |
| Ethnicity: Hispanic      | 22% (78)       | 42% (148)          | 22% (77)           | 13% (46)             | 349     |

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**Table CMS8\_6:** To what extent is it important to you that the products and/or services you purchase...  
Have been around for a long time

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 19% (426)      | 45% (984)          | 26% (573)          | 10% (217)            | 2200    |
| Ethnicity: Afr. Am.               | 23% (64)       | 37% (102)          | 27% (73)           | 13% (35)             | 274     |
| Ethnicity: Other                  | 22% (46)       | 42% (85)           | 25% (50)           | 11% (23)             | 204     |
| All Christian                     | 21% (221)      | 47% (479)          | 24% (244)          | 8% (85)              | 1029    |
| All Non-Christian                 | 25% (31)       | 47% (58)           | 20% (25)           | 7% (8)               | 122     |
| Atheist                           | 8% (11)        | 41% (55)           | 41% (54)           | 10% (13)             | 133     |
| Agnostic/Nothing in particular    | 15% (77)       | 46% (240)          | 27% (142)          | 13% (66)             | 526     |
| Something Else                    | 22% (86)       | 39% (152)          | 28% (108)          | 11% (44)             | 391     |
| Religious Non-Protestant/Catholic | 22% (35)       | 49% (77)           | 21% (33)           | 7% (11)              | 156     |
| Evangelical                       | 23% (128)      | 45% (249)          | 25% (141)          | 7% (42)              | 560     |
| Non-Evangelical                   | 21% (172)      | 44% (359)          | 25% (201)          | 10% (78)             | 809     |
| Community: Urban                  | 23% (134)      | 43% (255)          | 23% (138)          | 11% (66)             | 594     |
| Community: Suburban               | 17% (182)      | 44% (464)          | 29% (305)          | 9% (94)              | 1045    |
| Community: Rural                  | 20% (110)      | 47% (264)          | 23% (130)          | 10% (57)             | 560     |
| Employ: Private Sector            | 16% (100)      | 46% (284)          | 28% (173)          | 9% (55)              | 613     |
| Employ: Government                | 20% (30)       | 39% (61)           | 29% (45)           | 12% (18)             | 154     |
| Employ: Self-Employed             | 24% (43)       | 41% (73)           | 23% (41)           | 12% (20)             | 177     |
| Employ: Homemaker                 | 24% (32)       | 47% (63)           | 18% (24)           | 12% (16)             | 135     |
| Employ: Retired                   | 17% (86)       | 55% (269)          | 22% (107)          | 6% (30)              | 492     |
| Employ: Unemployed                | 24% (78)       | 41% (134)          | 24% (77)           | 11% (35)             | 323     |
| Employ: Other                     | 19% (27)       | 37% (52)           | 26% (36)           | 17% (24)             | 140     |
| Military HH: Yes                  | 21% (71)       | 52% (177)          | 20% (68)           | 8% (26)              | 343     |
| Military HH: No                   | 19% (355)      | 43% (807)          | 27% (504)          | 10% (191)            | 1857    |
| RD/WT: Right Direction            | 23% (134)      | 44% (257)          | 22% (131)          | 10% (61)             | 583     |
| RD/WT: Wrong Track                | 18% (292)      | 45% (727)          | 27% (442)          | 10% (156)            | 1617    |
| Trump Job Approve                 | 21% (180)      | 48% (403)          | 23% (194)          | 8% (68)              | 845     |
| Trump Job Disapprove              | 18% (230)      | 44% (559)          | 28% (361)          | 9% (118)             | 1268    |
| Trump Job Strongly Approve        | 26% (122)      | 48% (221)          | 19% (88)           | 7% (33)              | 464     |
| Trump Job Somewhat Approve        | 15% (58)       | 48% (182)          | 28% (105)          | 9% (36)              | 381     |
| Trump Job Somewhat Disapprove     | 17% (39)       | 49% (112)          | 28% (64)           | 6% (15)              | 230     |
| Trump Job Strongly Disapprove     | 18% (191)      | 43% (447)          | 29% (297)          | 10% (103)            | 1037    |

Continued on next page

**Table CMS8\_6:** To what extent is it important to you that the products and/or services you purchase...  
Have been around for a long time

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 19% (426)      | 45% (984)          | 26% (573)          | 10% (217)            | 2200    |
| Favorable of Trump                   | 23% (184)      | 48% (389)          | 21% (175)          | 8% (67)              | 814     |
| Unfavorable of Trump                 | 18% (228)      | 44% (561)          | 30% (379)          | 9% (110)             | 1278    |
| Very Favorable of Trump              | 27% (125)      | 49% (229)          | 17% (80)           | 7% (31)              | 465     |
| Somewhat Favorable of Trump          | 17% (60)       | 46% (159)          | 27% (94)           | 10% (36)             | 349     |
| Somewhat Unfavorable of Trump        | 17% (34)       | 48% (99)           | 30% (61)           | 5% (11)              | 205     |
| Very Unfavorable of Trump            | 18% (194)      | 43% (462)          | 30% (318)          | 9% (98)              | 1072    |
| #1 Issue: Economy                    | 20% (146)      | 45% (328)          | 26% (190)          | 8% (59)              | 722     |
| #1 Issue: Security                   | 17% (45)       | 52% (138)          | 22% (59)           | 9% (22)              | 263     |
| #1 Issue: Health Care                | 19% (79)       | 45% (191)          | 26% (112)          | 10% (44)             | 427     |
| #1 Issue: Medicare / Social Security | 26% (73)       | 51% (143)          | 17% (48)           | 6% (18)              | 282     |
| #1 Issue: Women's Issues             | 19% (22)       | 35% (39)           | 34% (38)           | 12% (13)             | 111     |
| #1 Issue: Education                  | 12% (16)       | 31% (41)           | 33% (43)           | 24% (31)             | 132     |
| #1 Issue: Energy                     | 22% (19)       | 38% (33)           | 24% (21)           | 16% (14)             | 88      |
| #1 Issue: Other                      | 15% (26)       | 41% (72)           | 35% (62)           | 9% (16)              | 175     |
| 2018 House Vote: Democrat            | 21% (162)      | 43% (323)          | 27% (206)          | 9% (69)              | 760     |
| 2018 House Vote: Republican          | 21% (131)      | 50% (310)          | 21% (127)          | 8% (48)              | 616     |
| 2018 House Vote: Someone else        | 18% (12)       | 38% (27)           | 37% (26)           | 7% (5)               | 70      |
| 2016 Vote: Hillary Clinton           | 20% (136)      | 45% (309)          | 26% (182)          | 9% (62)              | 689     |
| 2016 Vote: Donald Trump              | 21% (140)      | 50% (328)          | 21% (140)          | 8% (50)              | 658     |
| 2016 Vote: Other                     | 11% (18)       | 42% (66)           | 38% (59)           | 9% (14)              | 157     |
| 2016 Vote: Didn't Vote               | 19% (133)      | 40% (281)          | 27% (191)          | 13% (91)             | 696     |
| Voted in 2014: Yes                   | 21% (259)      | 47% (587)          | 25% (314)          | 8% (95)              | 1255    |
| Voted in 2014: No                    | 18% (168)      | 42% (397)          | 27% (259)          | 13% (122)            | 945     |
| 2012 Vote: Barack Obama              | 21% (161)      | 45% (357)          | 26% (207)          | 8% (60)              | 785     |
| 2012 Vote: Mitt Romney               | 20% (101)      | 51% (253)          | 21% (106)          | 7% (37)              | 496     |
| 2012 Vote: Other                     | 25% (21)       | 37% (31)           | 26% (21)           | 12% (10)             | 83      |
| 2012 Vote: Didn't Vote               | 17% (142)      | 41% (343)          | 28% (236)          | 13% (110)            | 831     |

Continued on next page



**Table CMS8\_6:** To what extent is it important to you that the products and/or services you purchase...  
Have been around for a long time

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 19%            | (426) | 45%                | (984) | 26%                | (573) | 10%                  | (217) | 2200    |
| 4-Region: Northeast                   | 19%            | (76)  | 47%                | (185) | 25%                | (100) | 8%                   | (33)  | 394     |
| 4-Region: Midwest                     | 20%            | (91)  | 40%                | (185) | 29%                | (135) | 11%                  | (51)  | 462     |
| 4-Region: South                       | 21%            | (177) | 46%                | (376) | 24%                | (199) | 9%                   | (73)  | 824     |
| 4-Region: West                        | 16%            | (83)  | 46%                | (238) | 27%                | (139) | 12%                  | (60)  | 520     |
| Frequent Flyer                        | 17%            | (46)  | 37%                | (101) | 32%                | (87)  | 14%                  | (39)  | 273     |
| International Travel                  | 18%            | (76)  | 43%                | (181) | 28%                | (118) | 11%                  | (45)  | 420     |
| Sports fans                           | 21%            | (305) | 46%                | (674) | 25%                | (359) | 8%                   | (120) | 1457    |
| Heard a lot/some about new H1N1       | 23%            | (231) | 43%                | (433) | 26%                | (262) | 7%                   | (71)  | 997     |
| Heard not much/nothing about new H1N1 | 16%            | (195) | 46%                | (551) | 26%                | (311) | 12%                  | (146) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_7: To what extent is it important to you that the products and/or services you purchase...  
Have been recommended to me by someone I trust**

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 27% (593)      | 46% (1016)         | 18% (403)          | 9% (189)             | 2200    |
| Gender: Male             | 26% (277)      | 43% (461)          | 21% (223)          | 10% (102)            | 1062    |
| Gender: Female           | 28% (316)      | 49% (555)          | 16% (180)          | 8% (87)              | 1138    |
| Age: 18-34               | 36% (239)      | 39% (252)          | 15% (101)          | 10% (63)             | 655     |
| Age: 35-44               | 28% (100)      | 48% (170)          | 15% (53)           | 10% (34)             | 358     |
| Age: 45-64               | 21% (158)      | 50% (372)          | 21% (154)          | 9% (67)              | 751     |
| Age: 65+                 | 22% (96)       | 51% (221)          | 22% (94)           | 6% (25)              | 436     |
| GenZers: 1997-2012       | 41% (138)      | 36% (121)          | 12% (42)           | 11% (39)             | 340     |
| Millennials: 1981-1996   | 30% (149)      | 44% (218)          | 17% (83)           | 9% (42)              | 492     |
| GenXers: 1965-1980       | 25% (136)      | 48% (258)          | 18% (96)           | 9% (50)              | 539     |
| Baby Boomers: 1946-1964  | 20% (151)      | 51% (383)          | 22% (164)          | 7% (54)              | 752     |
| PID: Dem (no lean)       | 30% (246)      | 47% (386)          | 17% (142)          | 6% (48)              | 823     |
| PID: Ind (no lean)       | 23% (166)      | 45% (321)          | 19% (139)          | 13% (94)             | 720     |
| PID: Rep (no lean)       | 27% (180)      | 47% (309)          | 19% (122)          | 7% (46)              | 657     |
| PID/Gender: Dem Men      | 29% (106)      | 44% (157)          | 19% (69)           | 8% (28)              | 360     |
| PID/Gender: Dem Women    | 30% (140)      | 50% (229)          | 16% (72)           | 4% (20)              | 462     |
| PID/Gender: Ind Men      | 23% (84)       | 41% (147)          | 23% (84)           | 13% (48)             | 362     |
| PID/Gender: Ind Women    | 23% (82)       | 49% (174)          | 15% (55)           | 13% (47)             | 358     |
| PID/Gender: Rep Men      | 25% (87)       | 46% (157)          | 21% (70)           | 8% (26)              | 339     |
| PID/Gender: Rep Women    | 30% (94)       | 48% (152)          | 16% (52)           | 6% (20)              | 318     |
| Ideo: Liberal (1-3)      | 26% (168)      | 47% (306)          | 20% (130)          | 6% (41)              | 644     |
| Ideo: Moderate (4)       | 27% (155)      | 44% (254)          | 20% (113)          | 9% (50)              | 572     |
| Ideo: Conservative (5-7) | 29% (211)      | 48% (344)          | 17% (124)          | 6% (45)              | 724     |
| Educ: < College          | 28% (425)      | 45% (682)          | 17% (255)          | 10% (151)            | 1512    |
| Educ: Bachelors degree   | 24% (107)      | 47% (210)          | 23% (103)          | 5% (23)              | 444     |
| Educ: Post-grad          | 25% (61)       | 51% (124)          | 18% (44)           | 6% (15)              | 244     |
| Income: Under 50k        | 29% (346)      | 43% (516)          | 18% (210)          | 10% (117)            | 1189    |
| Income: 50k-100k         | 25% (163)      | 49% (324)          | 20% (130)          | 7% (45)              | 662     |
| Income: 100k+            | 24% (84)       | 50% (175)          | 18% (63)           | 8% (26)              | 349     |
| Ethnicity: White         | 25% (429)      | 47% (807)          | 19% (332)          | 9% (153)             | 1722    |
| Ethnicity: Hispanic      | 35% (124)      | 43% (149)          | 14% (49)           | 8% (29)              | 349     |

Continued on next page

**Table CMS8\_7:** To what extent is it important to you that the products and/or services you purchase...  
Have been recommended to me by someone I trust

| Demographic                       | Very important |       | Somewhat important |        | Not very important |       | Not important at all |       | Total N |
|-----------------------------------|----------------|-------|--------------------|--------|--------------------|-------|----------------------|-------|---------|
| Adults                            | 27%            | (593) | 46%                | (1016) | 18%                | (403) | 9%                   | (189) | 2200    |
| Ethnicity: Afr. Am.               | 34%            | (94)  | 44%                | (119)  | 13%                | (36)  | 9%                   | (25)  | 274     |
| Ethnicity: Other                  | 34%            | (69)  | 44%                | (89)   | 17%                | (35)  | 6%                   | (12)  | 204     |
| All Christian                     | 25%            | (254) | 50%                | (511)  | 19%                | (190) | 7%                   | (73)  | 1029    |
| All Non-Christian                 | 32%            | (38)  | 50%                | (60)   | 14%                | (17)  | 5%                   | (6)   | 122     |
| Atheist                           | 24%            | (32)  | 41%                | (54)   | 22%                | (29)  | 14%                  | (18)  | 133     |
| Agnostic/Nothing in particular    | 25%            | (133) | 46%                | (239)  | 19%                | (98)  | 11%                  | (56)  | 526     |
| Something Else                    | 35%            | (136) | 38%                | (150)  | 18%                | (69)  | 9%                   | (36)  | 391     |
| Religious Non-Protestant/Catholic | 31%            | (48)  | 51%                | (80)   | 14%                | (23)  | 4%                   | (6)   | 156     |
| Evangelical                       | 31%            | (172) | 47%                | (262)  | 15%                | (85)  | 7%                   | (41)  | 560     |
| Non-Evangelical                   | 25%            | (204) | 47%                | (380)  | 20%                | (165) | 7%                   | (61)  | 809     |
| Community: Urban                  | 31%            | (185) | 44%                | (262)  | 17%                | (103) | 7%                   | (44)  | 594     |
| Community: Suburban               | 24%            | (254) | 48%                | (505)  | 19%                | (196) | 9%                   | (90)  | 1045    |
| Community: Rural                  | 27%            | (154) | 44%                | (248)  | 18%                | (103) | 10%                  | (55)  | 560     |
| Employ: Private Sector            | 26%            | (157) | 47%                | (287)  | 20%                | (125) | 7%                   | (43)  | 613     |
| Employ: Government                | 28%            | (43)  | 43%                | (66)   | 20%                | (31)  | 9%                   | (14)  | 154     |
| Employ: Self-Employed             | 25%            | (44)  | 46%                | (81)   | 16%                | (29)  | 13%                  | (23)  | 177     |
| Employ: Homemaker                 | 26%            | (35)  | 37%                | (49)   | 23%                | (31)  | 15%                  | (20)  | 135     |
| Employ: Retired                   | 22%            | (110) | 50%                | (247)  | 22%                | (106) | 6%                   | (29)  | 492     |
| Employ: Unemployed                | 31%            | (102) | 48%                | (155)  | 13%                | (42)  | 8%                   | (26)  | 323     |
| Employ: Other                     | 33%            | (46)  | 43%                | (60)   | 9%                 | (12)  | 15%                  | (21)  | 140     |
| Military HH: Yes                  | 27%            | (91)  | 48%                | (166)  | 16%                | (56)  | 9%                   | (30)  | 343     |
| Military HH: No                   | 27%            | (502) | 46%                | (850)  | 19%                | (346) | 9%                   | (159) | 1857    |
| RD/WT: Right Direction            | 29%            | (168) | 47%                | (274)  | 16%                | (91)  | 9%                   | (50)  | 583     |
| RD/WT: Wrong Track                | 26%            | (425) | 46%                | (742)  | 19%                | (311) | 9%                   | (139) | 1617    |
| Trump Job Approve                 | 28%            | (239) | 46%                | (389)  | 18%                | (150) | 8%                   | (67)  | 845     |
| Trump Job Disapprove              | 26%            | (332) | 47%                | (601)  | 19%                | (239) | 8%                   | (96)  | 1268    |
| Trump Job Strongly Approve        | 31%            | (143) | 46%                | (215)  | 15%                | (68)  | 8%                   | (37)  | 464     |
| Trump Job Somewhat Approve        | 25%            | (96)  | 46%                | (174)  | 22%                | (82)  | 8%                   | (29)  | 381     |
| Trump Job Somewhat Disapprove     | 28%            | (64)  | 44%                | (101)  | 21%                | (49)  | 7%                   | (16)  | 230     |
| Trump Job Strongly Disapprove     | 26%            | (268) | 48%                | (500)  | 18%                | (189) | 8%                   | (80)  | 1037    |

Continued on next page

**Table CMS8\_7: To what extent is it important to you that the products and/or services you purchase...  
Have been recommended to me by someone I trust**

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 27% (593)      | 46% (1016)         | 18% (403)          | 9% (189)             | 2200    |
| Favorable of Trump                   | 29% (236)      | 46% (378)          | 18% (147)          | 7% (54)              | 814     |
| Unfavorable of Trump                 | 27% (344)      | 47% (601)          | 19% (238)          | 7% (95)              | 1278    |
| Very Favorable of Trump              | 33% (152)      | 47% (219)          | 13% (62)           | 7% (32)              | 465     |
| Somewhat Favorable of Trump          | 24% (85)       | 45% (159)          | 24% (84)           | 6% (22)              | 349     |
| Somewhat Unfavorable of Trump        | 27% (54)       | 42% (86)           | 22% (45)           | 10% (20)             | 205     |
| Very Unfavorable of Trump            | 27% (289)      | 48% (515)          | 18% (192)          | 7% (75)              | 1072    |
| #1 Issue: Economy                    | 28% (203)      | 45% (323)          | 19% (140)          | 8% (56)              | 722     |
| #1 Issue: Security                   | 23% (62)       | 47% (125)          | 19% (49)           | 10% (27)             | 263     |
| #1 Issue: Health Care                | 29% (124)      | 48% (204)          | 18% (75)           | 6% (24)              | 427     |
| #1 Issue: Medicare / Social Security | 25% (70)       | 49% (137)          | 19% (53)           | 8% (21)              | 282     |
| #1 Issue: Women's Issues             | 35% (39)       | 44% (49)           | 15% (17)           | 6% (6)               | 111     |
| #1 Issue: Education                  | 27% (36)       | 37% (49)           | 18% (24)           | 18% (24)             | 132     |
| #1 Issue: Energy                     | 28% (24)       | 47% (41)           | 17% (15)           | 9% (8)               | 88      |
| #1 Issue: Other                      | 20% (36)       | 51% (89)           | 17% (29)           | 12% (21)             | 175     |
| 2018 House Vote: Democrat            | 27% (203)      | 47% (358)          | 19% (145)          | 7% (54)              | 760     |
| 2018 House Vote: Republican          | 27% (169)      | 49% (300)          | 18% (109)          | 6% (38)              | 616     |
| 2018 House Vote: Someone else        | 21% (14)       | 37% (26)           | 30% (21)           | 12% (8)              | 70      |
| 2016 Vote: Hillary Clinton           | 26% (176)      | 48% (328)          | 20% (137)          | 7% (49)              | 689     |
| 2016 Vote: Donald Trump              | 27% (179)      | 49% (320)          | 18% (121)          | 6% (39)              | 658     |
| 2016 Vote: Other                     | 19% (30)       | 44% (69)           | 26% (41)           | 11% (17)             | 157     |
| 2016 Vote: Didn't Vote               | 30% (208)      | 43% (299)          | 15% (104)          | 12% (84)             | 696     |
| Voted in 2014: Yes                   | 25% (316)      | 48% (607)          | 20% (257)          | 6% (76)              | 1255    |
| Voted in 2014: No                    | 29% (277)      | 43% (409)          | 15% (146)          | 12% (113)            | 945     |
| 2012 Vote: Barack Obama              | 24% (186)      | 48% (376)          | 20% (159)          | 8% (64)              | 785     |
| 2012 Vote: Mitt Romney               | 25% (126)      | 49% (244)          | 20% (101)          | 5% (25)              | 496     |
| 2012 Vote: Other                     | 21% (18)       | 46% (38)           | 23% (19)           | 10% (8)              | 83      |
| 2012 Vote: Didn't Vote               | 31% (260)      | 43% (355)          | 15% (123)          | 11% (92)             | 831     |

Continued on next page

**Table CMS8\_7:** To what extent is it important to you that the products and/or services you purchase...  
Have been recommended to me by someone I trust

| Demographic                           | Very important |       | Somewhat important |        | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|--------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 27%            | (593) | 46%                | (1016) | 18%                | (403) | 9%                   | (189) | 2200    |
| 4-Region: Northeast                   | 26%            | (104) | 50%                | (197)  | 18%                | (70)  | 6%                   | (23)  | 394     |
| 4-Region: Midwest                     | 26%            | (120) | 47%                | (218)  | 18%                | (81)  | 9%                   | (43)  | 462     |
| 4-Region: South                       | 28%            | (228) | 47%                | (387)  | 17%                | (139) | 8%                   | (69)  | 824     |
| 4-Region: West                        | 27%            | (140) | 41%                | (214)  | 22%                | (112) | 10%                  | (54)  | 520     |
| Frequent Flyer                        | 27%            | (73)  | 46%                | (125)  | 19%                | (52)  | 9%                   | (23)  | 273     |
| International Travel                  | 33%            | (140) | 44%                | (184)  | 17%                | (73)  | 6%                   | (24)  | 420     |
| Sports fans                           | 29%            | (425) | 47%                | (689)  | 17%                | (253) | 6%                   | (90)  | 1457    |
| Heard a lot/some about new H1N1       | 33%            | (327) | 45%                | (447)  | 17%                | (170) | 5%                   | (53)  | 997     |
| Heard not much/nothing about new H1N1 | 22%            | (266) | 47%                | (569)  | 19%                | (232) | 11%                  | (136) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_8:** To what extent is it important to you that the products and/or services you purchase...  
Are available in the places / on the sites where I shop

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 47% (1043)     | 42% (915)          | 6% (137)           | 5% (106)             | 2200    |
| Gender: Male             | 43% (458)      | 43% (459)          | 8% (83)            | 6% (62)              | 1062    |
| Gender: Female           | 51% (585)      | 40% (456)          | 5% (54)            | 4% (43)              | 1138    |
| Age: 18-34               | 50% (324)      | 34% (222)          | 9% (59)            | 8% (50)              | 655     |
| Age: 35-44               | 48% (171)      | 41% (146)          | 6% (23)            | 5% (18)              | 358     |
| Age: 45-64               | 46% (348)      | 46% (344)          | 5% (38)            | 3% (21)              | 751     |
| Age: 65+                 | 46% (200)      | 46% (203)          | 4% (17)            | 4% (17)              | 436     |
| GenZers: 1997-2012       | 49% (166)      | 34% (115)          | 7% (24)            | 10% (34)             | 340     |
| Millennials: 1981-1996   | 47% (233)      | 36% (178)          | 10% (50)           | 6% (31)              | 492     |
| GenXers: 1965-1980       | 49% (263)      | 42% (229)          | 6% (32)            | 3% (15)              | 539     |
| Baby Boomers: 1946-1964  | 45% (339)      | 48% (359)          | 4% (30)            | 3% (23)              | 752     |
| PID: Dem (no lean)       | 51% (421)      | 38% (313)          | 7% (58)            | 4% (31)              | 823     |
| PID: Ind (no lean)       | 41% (298)      | 47% (341)          | 6% (40)            | 6% (41)              | 720     |
| PID: Rep (no lean)       | 49% (324)      | 40% (261)          | 6% (39)            | 5% (34)              | 657     |
| PID/Gender: Dem Men      | 46% (165)      | 41% (146)          | 10% (36)           | 4% (14)              | 360     |
| PID/Gender: Dem Women    | 55% (256)      | 36% (167)          | 5% (22)            | 4% (18)              | 462     |
| PID/Gender: Ind Men      | 38% (137)      | 48% (175)          | 6% (21)            | 8% (29)              | 362     |
| PID/Gender: Ind Women    | 45% (162)      | 46% (166)          | 5% (19)            | 3% (12)              | 358     |
| PID/Gender: Rep Men      | 46% (157)      | 40% (137)          | 8% (26)            | 6% (19)              | 339     |
| PID/Gender: Rep Women    | 53% (167)      | 39% (124)          | 4% (13)            | 4% (14)              | 318     |
| Ideo: Liberal (1-3)      | 47% (305)      | 43% (279)          | 6% (40)            | 3% (20)              | 644     |
| Ideo: Moderate (4)       | 47% (271)      | 42% (238)          | 8% (46)            | 3% (16)              | 572     |
| Ideo: Conservative (5-7) | 51% (366)      | 42% (303)          | 5% (35)            | 3% (20)              | 724     |
| Educ: < College          | 48% (722)      | 40% (607)          | 6% (90)            | 6% (93)              | 1512    |
| Educ: Bachelors degree   | 47% (210)      | 44% (193)          | 7% (30)            | 2% (10)              | 444     |
| Educ: Post-grad          | 45% (110)      | 47% (114)          | 7% (16)            | 1% (3)               | 244     |
| Income: Under 50k        | 47% (564)      | 39% (465)          | 6% (74)            | 7% (86)              | 1189    |
| Income: 50k-100k         | 46% (308)      | 45% (297)          | 7% (44)            | 2% (13)              | 662     |
| Income: 100k+            | 49% (172)      | 44% (153)          | 5% (18)            | 2% (7)               | 349     |
| Ethnicity: White         | 48% (821)      | 42% (719)          | 6% (106)           | 4% (76)              | 1722    |
| Ethnicity: Hispanic      | 52% (180)      | 32% (113)          | 9% (32)            | 7% (24)              | 349     |

Continued on next page

**Table CMS8\_8:** To what extent is it important to you that the products and/or services you purchase...  
Are available in the places / on the sites where I shop

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 47% (1043)     | 42% (915)          | 6% (137)           | 5% (106)             | 2200    |
| Ethnicity: Afr. Am.               | 48% (132)      | 40% (109)          | 5% (15)            | 7% (18)              | 274     |
| Ethnicity: Other                  | 44% (89)       | 43% (87)           | 8% (16)            | 6% (12)              | 204     |
| All Christian                     | 45% (467)      | 46% (469)          | 5% (50)            | 4% (42)              | 1029    |
| All Non-Christian                 | 56% (68)       | 35% (43)           | 5% (6)             | 4% (5)               | 122     |
| Atheist                           | 42% (56)       | 50% (67)           | 5% (7)             | 2% (3)               | 133     |
| Agnostic/Nothing in particular    | 48% (252)      | 37% (196)          | 8% (42)            | 7% (35)              | 526     |
| Something Else                    | 51% (199)      | 36% (140)          | 8% (32)            | 5% (20)              | 391     |
| Religious Non-Protestant/Catholic | 51% (80)       | 41% (65)           | 4% (6)             | 3% (5)               | 156     |
| Evangelical                       | 48% (272)      | 41% (229)          | 7% (37)            | 4% (23)              | 560     |
| Non-Evangelical                   | 46% (375)      | 44% (356)          | 6% (45)            | 4% (33)              | 809     |
| Community: Urban                  | 50% (298)      | 39% (230)          | 6% (35)            | 5% (31)              | 594     |
| Community: Suburban               | 48% (503)      | 42% (440)          | 6% (64)            | 4% (38)              | 1045    |
| Community: Rural                  | 43% (242)      | 44% (244)          | 7% (38)            | 6% (36)              | 560     |
| Employ: Private Sector            | 45% (274)      | 45% (276)          | 8% (49)            | 2% (13)              | 613     |
| Employ: Government                | 43% (66)       | 39% (60)           | 12% (19)           | 6% (9)               | 154     |
| Employ: Self-Employed             | 54% (96)       | 28% (50)           | 8% (13)            | 10% (18)             | 177     |
| Employ: Homemaker                 | 53% (72)       | 36% (49)           | 4% (5)             | 7% (9)               | 135     |
| Employ: Retired                   | 46% (227)      | 47% (233)          | 3% (13)            | 4% (19)              | 492     |
| Employ: Unemployed                | 49% (158)      | 40% (130)          | 7% (22)            | 4% (14)              | 323     |
| Employ: Other                     | 44% (62)       | 43% (60)           | 3% (4)             | 10% (14)             | 140     |
| Military HH: Yes                  | 51% (175)      | 40% (137)          | 4% (12)            | 5% (18)              | 343     |
| Military HH: No                   | 47% (868)      | 42% (778)          | 7% (124)           | 5% (87)              | 1857    |
| RD/WT: Right Direction            | 48% (279)      | 38% (224)          | 8% (45)            | 6% (36)              | 583     |
| RD/WT: Wrong Track                | 47% (764)      | 43% (691)          | 6% (92)            | 4% (70)              | 1617    |
| Trump Job Approve                 | 48% (409)      | 41% (348)          | 6% (50)            | 4% (38)              | 845     |
| Trump Job Disapprove              | 48% (604)      | 43% (542)          | 6% (75)            | 4% (47)              | 1268    |
| Trump Job Strongly Approve        | 49% (227)      | 41% (192)          | 5% (22)            | 5% (23)              | 464     |
| Trump Job Somewhat Approve        | 48% (182)      | 41% (156)          | 7% (28)            | 4% (15)              | 381     |
| Trump Job Somewhat Disapprove     | 47% (108)      | 41% (94)           | 8% (19)            | 4% (8)               | 230     |
| Trump Job Strongly Disapprove     | 48% (496)      | 43% (447)          | 5% (56)            | 4% (38)              | 1037    |

Continued on next page

**Table CMS8\_8:** *To what extent is it important to you that the products and/or services you purchase...  
Are available in the places / on the sites where I shop*

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 47% (1043)     | 42% (915)          | 6% (137)           | 5% (106)             | 2200    |
| Favorable of Trump                   | 50% (404)      | 41% (332)          | 6% (49)            | 4% (29)              | 814     |
| Unfavorable of Trump                 | 48% (609)      | 43% (553)          | 6% (78)            | 3% (38)              | 1278    |
| Very Favorable of Trump              | 51% (235)      | 40% (187)          | 5% (24)            | 4% (19)              | 465     |
| Somewhat Favorable of Trump          | 48% (169)      | 41% (145)          | 7% (26)            | 3% (10)              | 349     |
| Somewhat Unfavorable of Trump        | 47% (96)       | 44% (91)           | 5% (11)            | 4% (8)               | 205     |
| Very Unfavorable of Trump            | 48% (513)      | 43% (462)          | 6% (67)            | 3% (30)              | 1072    |
| #1 Issue: Economy                    | 51% (369)      | 39% (285)          | 7% (48)            | 3% (19)              | 722     |
| #1 Issue: Security                   | 42% (111)      | 46% (121)          | 6% (15)            | 6% (16)              | 263     |
| #1 Issue: Health Care                | 45% (194)      | 45% (193)          | 5% (22)            | 4% (18)              | 427     |
| #1 Issue: Medicare / Social Security | 47% (134)      | 43% (122)          | 5% (14)            | 4% (12)              | 282     |
| #1 Issue: Women's Issues             | 53% (59)       | 33% (36)           | 11% (12)           | 3% (4)               | 111     |
| #1 Issue: Education                  | 45% (60)       | 25% (33)           | 13% (17)           | 17% (22)             | 132     |
| #1 Issue: Energy                     | 42% (37)       | 49% (43)           | 2% (2)             | 7% (6)               | 88      |
| #1 Issue: Other                      | 45% (80)       | 46% (81)           | 4% (6)             | 4% (8)               | 175     |
| 2018 House Vote: Democrat            | 48% (367)      | 42% (317)          | 7% (51)            | 3% (25)              | 760     |
| 2018 House Vote: Republican          | 49% (300)      | 43% (265)          | 4% (26)            | 4% (25)              | 616     |
| 2018 House Vote: Someone else        | 39% (27)       | 52% (37)           | 6% (4)             | 2% (2)               | 70      |
| 2016 Vote: Hillary Clinton           | 45% (309)      | 46% (319)          | 6% (39)            | 3% (22)              | 689     |
| 2016 Vote: Donald Trump              | 50% (329)      | 41% (271)          | 5% (36)            | 3% (22)              | 658     |
| 2016 Vote: Other                     | 40% (63)       | 50% (78)           | 6% (10)            | 4% (6)               | 157     |
| 2016 Vote: Didn't Vote               | 49% (342)      | 35% (247)          | 7% (52)            | 8% (56)              | 696     |
| Voted in 2014: Yes                   | 48% (609)      | 43% (539)          | 6% (70)            | 3% (37)              | 1255    |
| Voted in 2014: No                    | 46% (434)      | 40% (376)          | 7% (67)            | 7% (68)              | 945     |
| 2012 Vote: Barack Obama              | 47% (370)      | 44% (345)          | 7% (52)            | 2% (19)              | 785     |
| 2012 Vote: Mitt Romney               | 50% (249)      | 42% (207)          | 5% (25)            | 3% (15)              | 496     |
| 2012 Vote: Other                     | 47% (39)       | 47% (39)           | 2% (2)             | 4% (3)               | 83      |
| 2012 Vote: Didn't Vote               | 46% (381)      | 39% (324)          | 7% (57)            | 8% (69)              | 831     |

Continued on next page



**Table CMS8\_8:** To what extent is it important to you that the products and/or services you purchase...  
Are available in the places / on the sites where I shop

| Demographic                           | Very important | Somewhat important | Not very important | Not important at all | Total N |
|---------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                                | 47% (1043)     | 42% (915)          | 6% (137)           | 5% (106)             | 2200    |
| 4-Region: Northeast                   | 48% (187)      | 43% (169)          | 7% (28)            | 2% (9)               | 394     |
| 4-Region: Midwest                     | 43% (198)      | 45% (207)          | 5% (25)            | 7% (33)              | 462     |
| 4-Region: South                       | 50% (411)      | 38% (316)          | 7% (61)            | 4% (36)              | 824     |
| 4-Region: West                        | 47% (247)      | 43% (223)          | 4% (23)            | 5% (28)              | 520     |
| Frequent Flyer                        | 43% (119)      | 38% (105)          | 11% (29)           | 7% (20)              | 273     |
| International Travel                  | 43% (182)      | 44% (185)          | 8% (32)            | 5% (22)              | 420     |
| Sports fans                           | 48% (695)      | 43% (624)          | 6% (82)            | 4% (56)              | 1457    |
| Heard a lot/some about new H1N1       | 51% (512)      | 39% (391)          | 6% (63)            | 3% (30)              | 997     |
| Heard not much/nothing about new H1N1 | 44% (531)      | 44% (524)          | 6% (73)            | 6% (75)              | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_9:** To what extent is it important to you that the products and/or services you purchase...  
Meet my needs better than alternatives

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 45% (996)      | 44% (968)          | 7% (145)           | 4% (91)              | 2200    |
| Gender: Male             | 44% (465)      | 45% (473)          | 6% (68)            | 5% (56)              | 1062    |
| Gender: Female           | 47% (531)      | 44% (495)          | 7% (77)            | 3% (35)              | 1138    |
| Age: 18-34               | 45% (294)      | 40% (260)          | 9% (59)            | 6% (42)              | 655     |
| Age: 35-44               | 44% (157)      | 42% (150)          | 9% (31)            | 5% (20)              | 358     |
| Age: 45-64               | 45% (336)      | 48% (360)          | 5% (37)            | 2% (18)              | 751     |
| Age: 65+                 | 48% (209)      | 45% (198)          | 4% (18)            | 2% (10)              | 436     |
| GenZers: 1997-2012       | 43% (145)      | 40% (137)          | 9% (31)            | 8% (27)              | 340     |
| Millennials: 1981-1996   | 45% (222)      | 40% (194)          | 9% (45)            | 6% (30)              | 492     |
| GenXers: 1965-1980       | 48% (260)      | 42% (228)          | 6% (31)            | 4% (19)              | 539     |
| Baby Boomers: 1946-1964  | 43% (326)      | 51% (380)          | 5% (34)            | 2% (12)              | 752     |
| PID: Dem (no lean)       | 48% (395)      | 41% (335)          | 8% (65)            | 3% (27)              | 823     |
| PID: Ind (no lean)       | 41% (296)      | 48% (345)          | 6% (43)            | 5% (36)              | 720     |
| PID: Rep (no lean)       | 46% (305)      | 44% (288)          | 6% (37)            | 4% (27)              | 657     |
| PID/Gender: Dem Men      | 47% (168)      | 41% (148)          | 9% (32)            | 3% (12)              | 360     |
| PID/Gender: Dem Women    | 49% (227)      | 41% (188)          | 7% (33)            | 3% (15)              | 462     |
| PID/Gender: Ind Men      | 40% (144)      | 49% (176)          | 5% (17)            | 7% (25)              | 362     |
| PID/Gender: Ind Women    | 42% (152)      | 47% (170)          | 7% (26)            | 3% (11)              | 358     |
| PID/Gender: Rep Men      | 45% (152)      | 44% (150)          | 6% (19)            | 5% (18)              | 339     |
| PID/Gender: Rep Women    | 48% (152)      | 43% (138)          | 6% (18)            | 3% (9)               | 318     |
| Ideo: Liberal (1-3)      | 46% (299)      | 44% (282)          | 7% (44)            | 3% (20)              | 644     |
| Ideo: Moderate (4)       | 43% (247)      | 49% (282)          | 6% (33)            | 2% (10)              | 572     |
| Ideo: Conservative (5-7) | 50% (358)      | 43% (308)          | 6% (44)            | 2% (13)              | 724     |
| Educ: < College          | 44% (670)      | 43% (653)          | 7% (111)           | 5% (78)              | 1512    |
| Educ: Bachelors degree   | 48% (215)      | 44% (197)          | 6% (26)            | 1% (6)               | 444     |
| Educ: Post-grad          | 45% (111)      | 48% (118)          | 3% (9)             | 3% (7)               | 244     |
| Income: Under 50k        | 44% (518)      | 44% (521)          | 7% (83)            | 6% (66)              | 1189    |
| Income: 50k-100k         | 47% (309)      | 44% (291)          | 7% (47)            | 2% (15)              | 662     |
| Income: 100k+            | 48% (169)      | 45% (156)          | 4% (15)            | 3% (10)              | 349     |
| Ethnicity: White         | 45% (781)      | 45% (768)          | 6% (106)           | 4% (67)              | 1722    |
| Ethnicity: Hispanic      | 50% (175)      | 34% (118)          | 11% (38)           | 5% (18)              | 349     |

Continued on next page

**Table CMS8\_9:** To what extent is it important to you that the products and/or services you purchase...  
Meet my needs better than alternatives

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 45% (996)      | 44% (968)          | 7% (145)           | 4% (91)              | 2200    |
| Ethnicity: Afr. Am.               | 45% (122)      | 41% (111)          | 8% (22)            | 7% (18)              | 274     |
| Ethnicity: Other                  | 45% (93)       | 44% (89)           | 8% (17)            | 3% (5)               | 204     |
| All Christian                     | 45% (463)      | 46% (473)          | 6% (61)            | 3% (32)              | 1029    |
| All Non-Christian                 | 50% (60)       | 37% (45)           | 10% (12)           | 4% (5)               | 122     |
| Atheist                           | 42% (56)       | 50% (67)           | 5% (7)             | 2% (3)               | 133     |
| Agnostic/Nothing in particular    | 43% (226)      | 46% (240)          | 6% (29)            | 6% (30)              | 526     |
| Something Else                    | 49% (190)      | 37% (143)          | 9% (37)            | 5% (21)              | 391     |
| Religious Non-Protestant/Catholic | 49% (77)       | 38% (60)           | 10% (15)           | 3% (5)               | 156     |
| Evangelical                       | 47% (264)      | 42% (238)          | 7% (42)            | 3% (17)              | 560     |
| Non-Evangelical                   | 45% (367)      | 45% (361)          | 6% (52)            | 4% (30)              | 809     |
| Community: Urban                  | 49% (291)      | 40% (235)          | 6% (38)            | 5% (30)              | 594     |
| Community: Suburban               | 45% (469)      | 46% (478)          | 6% (68)            | 3% (31)              | 1045    |
| Community: Rural                  | 42% (236)      | 46% (255)          | 7% (40)            | 5% (29)              | 560     |
| Employ: Private Sector            | 46% (281)      | 46% (281)          | 6% (37)            | 2% (14)              | 613     |
| Employ: Government                | 42% (65)       | 41% (63)           | 11% (16)           | 6% (9)               | 154     |
| Employ: Self-Employed             | 43% (77)       | 43% (77)           | 5% (9)             | 8% (14)              | 177     |
| Employ: Homemaker                 | 53% (72)       | 32% (43)           | 9% (12)            | 6% (8)               | 135     |
| Employ: Retired                   | 47% (230)      | 47% (231)          | 4% (20)            | 2% (11)              | 492     |
| Employ: Unemployed                | 41% (134)      | 46% (149)          | 8% (26)            | 4% (14)              | 323     |
| Employ: Other                     | 44% (61)       | 41% (57)           | 8% (11)            | 8% (10)              | 140     |
| Military HH: Yes                  | 50% (170)      | 40% (137)          | 5% (19)            | 5% (16)              | 343     |
| Military HH: No                   | 44% (826)      | 45% (831)          | 7% (126)           | 4% (74)              | 1857    |
| RD/WT: Right Direction            | 46% (266)      | 42% (245)          | 7% (40)            | 5% (32)              | 583     |
| RD/WT: Wrong Track                | 45% (730)      | 45% (723)          | 6% (105)           | 4% (59)              | 1617    |
| Trump Job Approve                 | 47% (394)      | 43% (361)          | 7% (55)            | 4% (35)              | 845     |
| Trump Job Disapprove              | 45% (573)      | 46% (579)          | 6% (79)            | 3% (37)              | 1268    |
| Trump Job Strongly Approve        | 49% (228)      | 42% (193)          | 5% (23)            | 4% (20)              | 464     |
| Trump Job Somewhat Approve        | 44% (166)      | 44% (168)          | 8% (32)            | 4% (15)              | 381     |
| Trump Job Somewhat Disapprove     | 43% (98)       | 48% (111)          | 9% (20)            | — (0)                | 230     |
| Trump Job Strongly Disapprove     | 46% (474)      | 45% (467)          | 6% (59)            | 4% (37)              | 1037    |

Continued on next page

**Table CMS8\_9:** To what extent is it important to you that the products and/or services you purchase...  
Meet my needs better than alternatives

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 45% (996)      | 44% (968)          | 7% (145)           | 4% (91)              | 2200    |
| Favorable of Trump                   | 47% (385)      | 44% (355)          | 6% (50)            | 3% (24)              | 814     |
| Unfavorable of Trump                 | 46% (588)      | 45% (575)          | 7% (83)            | 2% (31)              | 1278    |
| Very Favorable of Trump              | 48% (223)      | 44% (205)          | 4% (20)            | 4% (16)              | 465     |
| Somewhat Favorable of Trump          | 46% (162)      | 43% (150)          | 9% (30)            | 2% (8)               | 349     |
| Somewhat Unfavorable of Trump        | 49% (101)      | 44% (90)           | 7% (14)            | — (1)                | 205     |
| Very Unfavorable of Trump            | 45% (487)      | 45% (485)          | 6% (69)            | 3% (31)              | 1072    |
| #1 Issue: Economy                    | 47% (339)      | 43% (310)          | 7% (48)            | 3% (25)              | 722     |
| #1 Issue: Security                   | 44% (116)      | 44% (117)          | 6% (16)            | 5% (14)              | 263     |
| #1 Issue: Health Care                | 44% (190)      | 47% (201)          | 6% (25)            | 3% (11)              | 427     |
| #1 Issue: Medicare / Social Security | 46% (130)      | 43% (121)          | 8% (22)            | 3% (9)               | 282     |
| #1 Issue: Women's Issues             | 49% (55)       | 39% (44)           | 10% (11)           | 1% (1)               | 111     |
| #1 Issue: Education                  | 32% (43)       | 42% (56)           | 10% (13)           | 16% (21)             | 132     |
| #1 Issue: Energy                     | 38% (33)       | 47% (41)           | 8% (7)             | 7% (6)               | 88      |
| #1 Issue: Other                      | 52% (90)       | 45% (79)           | 1% (3)             | 2% (4)               | 175     |
| 2018 House Vote: Democrat            | 46% (353)      | 43% (330)          | 7% (50)            | 4% (27)              | 760     |
| 2018 House Vote: Republican          | 52% (319)      | 41% (254)          | 5% (28)            | 2% (15)              | 616     |
| 2018 House Vote: Someone else        | 41% (29)       | 53% (37)           | 5% (3)             | 1% (1)               | 70      |
| 2016 Vote: Hillary Clinton           | 46% (317)      | 44% (301)          | 7% (47)            | 4% (24)              | 689     |
| 2016 Vote: Donald Trump              | 51% (335)      | 42% (274)          | 5% (34)            | 2% (15)              | 658     |
| 2016 Vote: Other                     | 36% (57)       | 55% (86)           | 6% (9)             | 3% (5)               | 157     |
| 2016 Vote: Didn't Vote               | 41% (287)      | 44% (306)          | 8% (56)            | 7% (46)              | 696     |
| Voted in 2014: Yes                   | 48% (603)      | 43% (543)          | 6% (79)            | 2% (30)              | 1255    |
| Voted in 2014: No                    | 42% (393)      | 45% (425)          | 7% (67)            | 6% (60)              | 945     |
| 2012 Vote: Barack Obama              | 47% (369)      | 44% (347)          | 6% (46)            | 3% (23)              | 785     |
| 2012 Vote: Mitt Romney               | 49% (243)      | 44% (220)          | 5% (27)            | 1% (7)               | 496     |
| 2012 Vote: Other                     | 48% (40)       | 42% (35)           | 7% (6)             | 3% (2)               | 83      |
| 2012 Vote: Didn't Vote               | 41% (342)      | 44% (364)          | 8% (66)            | 7% (58)              | 831     |

Continued on next page

**Table CMS8\_9:** To what extent is it important to you that the products and/or services you purchase...  
Meet my needs better than alternatives

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |      | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|------|---------|
| Adults                                | 45%            | (996) | 44%                | (968) | 7%                 | (145) | 4%                   | (91) | 2200    |
| 4-Region: Northeast                   | 48%            | (187) | 42%                | (167) | 7%                 | (29)  | 3%                   | (10) | 394     |
| 4-Region: Midwest                     | 41%            | (189) | 47%                | (215) | 6%                 | (30)  | 6%                   | (28) | 462     |
| 4-Region: South                       | 45%            | (373) | 45%                | (368) | 7%                 | (54)  | 4%                   | (29) | 824     |
| 4-Region: West                        | 47%            | (246) | 42%                | (218) | 6%                 | (32)  | 4%                   | (23) | 520     |
| Frequent Flyer                        | 48%            | (130) | 41%                | (112) | 7%                 | (18)  | 5%                   | (14) | 273     |
| International Travel                  | 48%            | (203) | 41%                | (171) | 7%                 | (31)  | 4%                   | (15) | 420     |
| Sports fans                           | 47%            | (686) | 44%                | (646) | 6%                 | (84)  | 3%                   | (42) | 1457    |
| Heard a lot/some about new H1N1       | 49%            | (487) | 42%                | (414) | 7%                 | (66)  | 3%                   | (30) | 997     |
| Heard not much/nothing about new H1N1 | 42%            | (509) | 46%                | (554) | 7%                 | (80)  | 5%                   | (61) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_10:** *To what extent is it important to you that the products and/or services you purchase...  
Meet my needs quicker than alternatives*

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 34% (752)      | 50% (1100)         | 11% (232)          | 5% (116)             | 2200    |
| Gender: Male             | 32% (344)      | 51% (540)          | 11% (115)          | 6% (63)              | 1062    |
| Gender: Female           | 36% (408)      | 49% (561)          | 10% (116)          | 5% (53)              | 1138    |
| Age: 18-34               | 38% (246)      | 43% (280)          | 13% (85)           | 7% (45)              | 655     |
| Age: 35-44               | 37% (131)      | 49% (175)          | 9% (32)            | 6% (20)              | 358     |
| Age: 45-64               | 31% (232)      | 56% (421)          | 9% (69)            | 4% (28)              | 751     |
| Age: 65+                 | 33% (143)      | 52% (225)          | 11% (46)           | 5% (22)              | 436     |
| GenZers: 1997-2012       | 33% (113)      | 42% (144)          | 16% (54)           | 9% (29)              | 340     |
| Millennials: 1981-1996   | 39% (190)      | 46% (225)          | 9% (44)            | 7% (33)              | 492     |
| GenXers: 1965-1980       | 37% (197)      | 52% (279)          | 8% (45)            | 3% (18)              | 539     |
| Baby Boomers: 1946-1964  | 29% (216)      | 56% (420)          | 11% (83)           | 4% (33)              | 752     |
| PID: Dem (no lean)       | 37% (303)      | 50% (408)          | 10% (81)           | 4% (31)              | 823     |
| PID: Ind (no lean)       | 31% (223)      | 48% (349)          | 14% (102)          | 6% (46)              | 720     |
| PID: Rep (no lean)       | 34% (226)      | 52% (344)          | 7% (49)            | 6% (39)              | 657     |
| PID/Gender: Dem Men      | 37% (132)      | 49% (178)          | 10% (37)           | 4% (14)              | 360     |
| PID/Gender: Dem Women    | 37% (172)      | 50% (230)          | 9% (44)            | 4% (17)              | 462     |
| PID/Gender: Ind Men      | 28% (101)      | 48% (175)          | 16% (59)           | 8% (27)              | 362     |
| PID/Gender: Ind Women    | 34% (123)      | 48% (173)          | 12% (43)           | 5% (19)              | 358     |
| PID/Gender: Rep Men      | 33% (112)      | 55% (187)          | 6% (19)            | 6% (22)              | 339     |
| PID/Gender: Rep Women    | 36% (114)      | 49% (157)          | 9% (30)            | 5% (17)              | 318     |
| Ideo: Liberal (1-3)      | 35% (223)      | 50% (325)          | 12% (75)           | 3% (21)              | 644     |
| Ideo: Moderate (4)       | 32% (186)      | 55% (312)          | 10% (57)           | 3% (17)              | 572     |
| Ideo: Conservative (5-7) | 36% (259)      | 51% (366)          | 10% (69)           | 4% (29)              | 724     |
| Educ: < College          | 34% (518)      | 49% (741)          | 10% (157)          | 6% (96)              | 1512    |
| Educ: Bachelors degree   | 36% (158)      | 50% (221)          | 12% (52)           | 3% (12)              | 444     |
| Educ: Post-grad          | 31% (76)       | 57% (139)          | 9% (23)            | 3% (7)               | 244     |
| Income: Under 50k        | 36% (434)      | 45% (541)          | 11% (131)          | 7% (83)              | 1189    |
| Income: 50k-100k         | 31% (204)      | 56% (369)          | 11% (71)           | 3% (18)              | 662     |
| Income: 100k+            | 33% (114)      | 55% (191)          | 8% (29)            | 4% (14)              | 349     |
| Ethnicity: White         | 33% (569)      | 51% (875)          | 11% (188)          | 5% (90)              | 1722    |
| Ethnicity: Hispanic      | 40% (139)      | 41% (143)          | 14% (47)           | 6% (20)              | 349     |

Continued on next page

**Table CMS8\_10:** *To what extent is it important to you that the products and/or services you purchase... Meet my needs quicker than alternatives*

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 34% (752)      | 50% (1100)         | 11% (232)          | 5% (116)             | 2200    |
| Ethnicity: Afr. Am.               | 39% (107)      | 47% (130)          | 6% (18)            | 7% (20)              | 274     |
| Ethnicity: Other                  | 37% (76)       | 47% (96)           | 13% (26)           | 3% (6)               | 204     |
| All Christian                     | 34% (350)      | 51% (522)          | 10% (104)          | 5% (53)              | 1029    |
| All Non-Christian                 | 38% (46)       | 45% (55)           | 15% (18)           | 3% (3)               | 122     |
| Atheist                           | 27% (36)       | 55% (74)           | 15% (21)           | 2% (3)               | 133     |
| Agnostic/Nothing in particular    | 34% (179)      | 50% (261)          | 10% (52)           | 7% (34)              | 526     |
| Something Else                    | 36% (142)      | 48% (189)          | 10% (37)           | 6% (23)              | 391     |
| Religious Non-Protestant/Catholic | 36% (56)       | 49% (77)           | 12% (19)           | 3% (4)               | 156     |
| Evangelical                       | 35% (197)      | 51% (286)          | 8% (46)            | 6% (31)              | 560     |
| Non-Evangelical                   | 35% (279)      | 49% (399)          | 12% (94)           | 5% (37)              | 809     |
| Community: Urban                  | 39% (234)      | 43% (256)          | 12% (72)           | 5% (33)              | 594     |
| Community: Suburban               | 32% (336)      | 55% (572)          | 9% (91)            | 4% (46)              | 1045    |
| Community: Rural                  | 33% (182)      | 49% (273)          | 12% (69)           | 7% (36)              | 560     |
| Employ: Private Sector            | 32% (198)      | 55% (339)          | 10% (64)           | 2% (13)              | 613     |
| Employ: Government                | 34% (52)       | 40% (62)           | 19% (29)           | 7% (11)              | 154     |
| Employ: Self-Employed             | 33% (59)       | 48% (85)           | 9% (17)            | 9% (16)              | 177     |
| Employ: Homemaker                 | 44% (59)       | 40% (54)           | 6% (8)             | 10% (14)             | 135     |
| Employ: Retired                   | 33% (161)      | 52% (258)          | 10% (48)           | 5% (25)              | 492     |
| Employ: Unemployed                | 38% (122)      | 47% (151)          | 11% (35)           | 5% (15)              | 323     |
| Employ: Other                     | 33% (46)       | 50% (70)           | 8% (11)            | 9% (13)              | 140     |
| Military HH: Yes                  | 34% (117)      | 52% (178)          | 6% (21)            | 8% (27)              | 343     |
| Military HH: No                   | 34% (635)      | 50% (922)          | 11% (211)          | 5% (88)              | 1857    |
| RD/WT: Right Direction            | 36% (212)      | 47% (275)          | 10% (58)           | 7% (38)              | 583     |
| RD/WT: Wrong Track                | 33% (541)      | 51% (825)          | 11% (174)          | 5% (77)              | 1617    |
| Trump Job Approve                 | 37% (311)      | 49% (415)          | 8% (72)            | 6% (48)              | 845     |
| Trump Job Disapprove              | 33% (424)      | 51% (651)          | 12% (149)          | 3% (43)              | 1268    |
| Trump Job Strongly Approve        | 40% (188)      | 47% (217)          | 6% (27)            | 7% (32)              | 464     |
| Trump Job Somewhat Approve        | 32% (123)      | 52% (197)          | 12% (44)           | 4% (16)              | 381     |
| Trump Job Somewhat Disapprove     | 35% (80)       | 51% (117)          | 13% (29)           | 2% (4)               | 230     |
| Trump Job Strongly Disapprove     | 33% (343)      | 52% (534)          | 12% (120)          | 4% (39)              | 1037    |

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**Table CMS8\_10:** To what extent is it important to you that the products and/or services you purchase...  
Meet my needs quicker than alternatives

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 34% (752)      | 50% (1100)         | 11% (232)          | 5% (116)             | 2200    |
| Favorable of Trump                   | 37% (304)      | 50% (407)          | 8% (68)            | 4% (37)              | 814     |
| Unfavorable of Trump                 | 33% (422)      | 52% (667)          | 12% (155)          | 3% (34)              | 1278    |
| Very Favorable of Trump              | 41% (192)      | 47% (217)          | 7% (31)            | 6% (26)              | 465     |
| Somewhat Favorable of Trump          | 32% (112)      | 54% (190)          | 11% (37)           | 3% (11)              | 349     |
| Somewhat Unfavorable of Trump        | 33% (69)       | 52% (107)          | 13% (28)           | 1% (2)               | 205     |
| Very Unfavorable of Trump            | 33% (353)      | 52% (560)          | 12% (127)          | 3% (32)              | 1072    |
| #1 Issue: Economy                    | 39% (279)      | 49% (354)          | 8% (60)            | 4% (29)              | 722     |
| #1 Issue: Security                   | 32% (85)       | 51% (133)          | 12% (31)           | 5% (13)              | 263     |
| #1 Issue: Health Care                | 29% (122)      | 55% (234)          | 13% (56)           | 3% (14)              | 427     |
| #1 Issue: Medicare / Social Security | 34% (95)       | 50% (141)          | 11% (32)           | 5% (14)              | 282     |
| #1 Issue: Women's Issues             | 41% (46)       | 45% (50)           | 9% (10)            | 4% (5)               | 111     |
| #1 Issue: Education                  | 30% (40)       | 35% (46)           | 16% (22)           | 18% (24)             | 132     |
| #1 Issue: Energy                     | 26% (23)       | 56% (49)           | 7% (6)             | 12% (10)             | 88      |
| #1 Issue: Other                      | 36% (62)       | 53% (92)           | 8% (14)            | 4% (6)               | 175     |
| 2018 House Vote: Democrat            | 33% (251)      | 51% (390)          | 11% (84)           | 5% (35)              | 760     |
| 2018 House Vote: Republican          | 37% (229)      | 51% (314)          | 7% (46)            | 4% (27)              | 616     |
| 2018 House Vote: Someone else        | 33% (23)       | 40% (28)           | 24% (17)           | 2% (2)               | 70      |
| 2016 Vote: Hillary Clinton           | 34% (231)      | 52% (357)          | 10% (72)           | 4% (29)              | 689     |
| 2016 Vote: Donald Trump              | 37% (242)      | 50% (330)          | 9% (58)            | 4% (27)              | 658     |
| 2016 Vote: Other                     | 23% (36)       | 51% (80)           | 20% (31)           | 6% (9)               | 157     |
| 2016 Vote: Didn't Vote               | 35% (242)      | 48% (333)          | 10% (71)           | 7% (50)              | 696     |
| Voted in 2014: Yes                   | 35% (445)      | 50% (631)          | 11% (132)          | 4% (47)              | 1255    |
| Voted in 2014: No                    | 32% (307)      | 50% (469)          | 11% (100)          | 7% (69)              | 945     |
| 2012 Vote: Barack Obama              | 33% (262)      | 53% (417)          | 10% (81)           | 3% (25)              | 785     |
| 2012 Vote: Mitt Romney               | 35% (174)      | 51% (255)          | 10% (48)           | 4% (19)              | 496     |
| 2012 Vote: Other                     | 39% (32)       | 41% (34)           | 15% (12)           | 6% (5)               | 83      |
| 2012 Vote: Didn't Vote               | 34% (282)      | 47% (393)          | 11% (90)           | 8% (66)              | 831     |

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**Table CMS8\_10:** To what extent is it important to you that the products and/or services you purchase...  
 Meet my needs quicker than alternatives

| Demographic                           | Very important |       | Somewhat important |        | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|--------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 34%            | (752) | 50%                | (1100) | 11%                | (232) | 5%                   | (116) | 2200    |
| 4-Region: Northeast                   | 37%            | (145) | 49%                | (193)  | 10%                | (40)  | 4%                   | (17)  | 394     |
| 4-Region: Midwest                     | 32%            | (149) | 48%                | (223)  | 13%                | (59)  | 7%                   | (31)  | 462     |
| 4-Region: South                       | 34%            | (283) | 51%                | (421)  | 10%                | (80)  | 5%                   | (40)  | 824     |
| 4-Region: West                        | 34%            | (176) | 51%                | (264)  | 10%                | (53)  | 5%                   | (28)  | 520     |
| Frequent Flyer                        | 30%            | (82)  | 53%                | (145)  | 10%                | (27)  | 7%                   | (19)  | 273     |
| International Travel                  | 37%            | (155) | 46%                | (193)  | 12%                | (50)  | 5%                   | (23)  | 420     |
| Sports fans                           | 34%            | (500) | 53%                | (766)  | 9%                 | (135) | 4%                   | (56)  | 1457    |
| Heard a lot/some about new H1N1       | 37%            | (370) | 49%                | (493)  | 11%                | (106) | 3%                   | (29)  | 997     |
| Heard not much/nothing about new H1N1 | 32%            | (383) | 51%                | (608)  | 10%                | (126) | 7%                   | (86)  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_11: To what extent is it important to you that the products and/or services you purchase...  
Make me feel good**

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 40% (883)      | 45% (989)          | 10% (210)          | 5% (119)             | 2200    |
| Gender: Male             | 37% (394)      | 45% (475)          | 12% (125)          | 6% (68)              | 1062    |
| Gender: Female           | 43% (489)      | 45% (514)          | 7% (84)            | 4% (51)              | 1138    |
| Age: 18-34               | 54% (352)      | 34% (223)          | 6% (39)            | 6% (42)              | 655     |
| Age: 35-44               | 40% (142)      | 47% (167)          | 9% (33)            | 4% (15)              | 358     |
| Age: 45-64               | 35% (262)      | 49% (371)          | 10% (78)           | 5% (39)              | 751     |
| Age: 65+                 | 29% (127)      | 52% (227)          | 14% (59)           | 5% (23)              | 436     |
| GenZers: 1997-2012       | 57% (193)      | 31% (106)          | 5% (18)            | 7% (23)              | 340     |
| Millennials: 1981-1996   | 48% (235)      | 38% (189)          | 7% (36)            | 6% (31)              | 492     |
| GenXers: 1965-1980       | 38% (204)      | 47% (256)          | 11% (58)           | 4% (21)              | 539     |
| Baby Boomers: 1946-1964  | 29% (221)      | 54% (404)          | 12% (87)           | 5% (39)              | 752     |
| PID: Dem (no lean)       | 45% (372)      | 43% (358)          | 8% (66)            | 3% (27)              | 823     |
| PID: Ind (no lean)       | 37% (268)      | 45% (324)          | 11% (76)           | 7% (52)              | 720     |
| PID: Rep (no lean)       | 37% (242)      | 47% (307)          | 10% (67)           | 6% (40)              | 657     |
| PID/Gender: Dem Men      | 43% (156)      | 43% (155)          | 10% (37)           | 3% (12)              | 360     |
| PID/Gender: Dem Women    | 47% (216)      | 44% (203)          | 6% (29)            | 3% (14)              | 462     |
| PID/Gender: Ind Men      | 31% (114)      | 47% (169)          | 13% (45)           | 9% (34)              | 362     |
| PID/Gender: Ind Women    | 43% (154)      | 43% (156)          | 9% (31)            | 5% (18)              | 358     |
| PID/Gender: Rep Men      | 37% (124)      | 44% (151)          | 13% (43)           | 6% (22)              | 339     |
| PID/Gender: Rep Women    | 37% (118)      | 49% (156)          | 8% (24)            | 6% (19)              | 318     |
| Ideo: Liberal (1-3)      | 42% (271)      | 47% (302)          | 8% (50)            | 3% (21)              | 644     |
| Ideo: Moderate (4)       | 38% (218)      | 48% (273)          | 10% (57)           | 4% (24)              | 572     |
| Ideo: Conservative (5-7) | 38% (272)      | 47% (338)          | 12% (86)           | 4% (27)              | 724     |
| Educ: < College          | 42% (635)      | 43% (652)          | 9% (129)           | 6% (96)              | 1512    |
| Educ: Bachelors degree   | 38% (168)      | 48% (211)          | 12% (52)           | 3% (13)              | 444     |
| Educ: Post-grad          | 33% (80)       | 52% (126)          | 12% (28)           | 4% (9)               | 244     |
| Income: Under 50k        | 42% (499)      | 42% (499)          | 10% (113)          | 7% (78)              | 1189    |
| Income: 50k-100k         | 38% (251)      | 49% (322)          | 9% (60)            | 4% (29)              | 662     |
| Income: 100k+            | 38% (132)      | 48% (168)          | 11% (37)           | 3% (12)              | 349     |
| Ethnicity: White         | 38% (661)      | 46% (786)          | 11% (182)          | 5% (92)              | 1722    |
| Ethnicity: Hispanic      | 52% (181)      | 35% (123)          | 9% (30)            | 4% (15)              | 349     |

Continued on next page

**Table CMS8\_11: To what extent is it important to you that the products and/or services you purchase...  
Make me feel good**

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 40% (883)      | 45% (989)          | 10% (210)          | 5% (119)             | 2200    |
| Ethnicity: Afr. Am.               | 47% (128)      | 40% (109)          | 7% (18)            | 7% (20)              | 274     |
| Ethnicity: Other                  | 46% (93)       | 46% (94)           | 5% (9)             | 4% (7)               | 204     |
| All Christian                     | 34% (348)      | 51% (520)          | 10% (102)          | 6% (58)              | 1029    |
| All Non-Christian                 | 47% (58)       | 40% (49)           | 10% (13)           | 2% (3)               | 122     |
| Atheist                           | 45% (60)       | 42% (56)           | 10% (13)           | 3% (4)               | 133     |
| Agnostic/Nothing in particular    | 42% (220)      | 44% (232)          | 8% (44)            | 6% (30)              | 526     |
| Something Else                    | 50% (197)      | 34% (133)          | 10% (38)           | 6% (24)              | 391     |
| Religious Non-Protestant/Catholic | 42% (65)       | 47% (74)           | 8% (13)            | 3% (5)               | 156     |
| Evangelical                       | 41% (228)      | 46% (255)          | 9% (49)            | 5% (28)              | 560     |
| Non-Evangelical                   | 37% (303)      | 46% (371)          | 11% (90)           | 6% (45)              | 809     |
| Community: Urban                  | 47% (282)      | 38% (228)          | 10% (58)           | 5% (27)              | 594     |
| Community: Suburban               | 40% (420)      | 46% (486)          | 8% (86)            | 5% (53)              | 1045    |
| Community: Rural                  | 32% (180)      | 49% (275)          | 12% (66)           | 7% (39)              | 560     |
| Employ: Private Sector            | 39% (242)      | 48% (295)          | 9% (53)            | 4% (23)              | 613     |
| Employ: Government                | 41% (63)       | 38% (59)           | 13% (20)           | 8% (12)              | 154     |
| Employ: Self-Employed             | 44% (77)       | 38% (67)           | 9% (16)            | 10% (17)             | 177     |
| Employ: Homemaker                 | 41% (56)       | 45% (60)           | 6% (8)             | 8% (11)              | 135     |
| Employ: Retired                   | 31% (151)      | 52% (258)          | 12% (59)           | 5% (24)              | 492     |
| Employ: Unemployed                | 45% (144)      | 41% (132)          | 10% (32)           | 5% (16)              | 323     |
| Employ: Other                     | 39% (55)       | 46% (64)           | 9% (12)            | 6% (8)               | 140     |
| Military HH: Yes                  | 42% (143)      | 41% (141)          | 12% (40)           | 5% (18)              | 343     |
| Military HH: No                   | 40% (740)      | 46% (848)          | 9% (169)           | 5% (100)             | 1857    |
| RD/WT: Right Direction            | 34% (200)      | 47% (273)          | 12% (68)           | 7% (42)              | 583     |
| RD/WT: Wrong Track                | 42% (682)      | 44% (716)          | 9% (142)           | 5% (77)              | 1617    |
| Trump Job Approve                 | 38% (317)      | 46% (386)          | 11% (95)           | 6% (47)              | 845     |
| Trump Job Disapprove              | 42% (534)      | 45% (571)          | 9% (112)           | 4% (52)              | 1268    |
| Trump Job Strongly Approve        | 40% (185)      | 45% (210)          | 9% (42)            | 6% (26)              | 464     |
| Trump Job Somewhat Approve        | 35% (132)      | 46% (176)          | 14% (53)           | 5% (21)              | 381     |
| Trump Job Somewhat Disapprove     | 38% (86)       | 49% (113)          | 8% (19)            | 5% (11)              | 230     |
| Trump Job Strongly Disapprove     | 43% (447)      | 44% (457)          | 9% (93)            | 4% (40)              | 1037    |

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**Table CMS8\_11: To what extent is it important to you that the products and/or services you purchase...  
Make me feel good**

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 40% (883)      | 45% (989)          | 10% (210)          | 5% (119)             | 2200    |
| Favorable of Trump                   | 38% (309)      | 46% (377)          | 11% (92)           | 4% (36)              | 814     |
| Unfavorable of Trump                 | 43% (551)      | 44% (567)          | 9% (113)           | 4% (46)              | 1278    |
| Very Favorable of Trump              | 40% (187)      | 45% (208)          | 10% (47)           | 5% (23)              | 465     |
| Somewhat Favorable of Trump          | 35% (122)      | 48% (169)          | 13% (45)           | 4% (14)              | 349     |
| Somewhat Unfavorable of Trump        | 40% (83)       | 47% (96)           | 8% (17)            | 5% (9)               | 205     |
| Very Unfavorable of Trump            | 44% (468)      | 44% (471)          | 9% (96)            | 3% (37)              | 1072    |
| #1 Issue: Economy                    | 43% (309)      | 43% (313)          | 9% (65)            | 5% (35)              | 722     |
| #1 Issue: Security                   | 36% (95)       | 46% (121)          | 13% (33)           | 5% (13)              | 263     |
| #1 Issue: Health Care                | 39% (165)      | 50% (214)          | 7% (32)            | 4% (16)              | 427     |
| #1 Issue: Medicare / Social Security | 36% (101)      | 48% (135)          | 11% (31)           | 5% (15)              | 282     |
| #1 Issue: Women's Issues             | 44% (49)       | 43% (47)           | 8% (9)             | 5% (6)               | 111     |
| #1 Issue: Education                  | 45% (60)       | 27% (36)           | 13% (17)           | 15% (20)             | 132     |
| #1 Issue: Energy                     | 38% (34)       | 49% (43)           | 4% (4)             | 8% (7)               | 88      |
| #1 Issue: Other                      | 40% (70)       | 46% (80)           | 11% (19)           | 3% (6)               | 175     |
| 2018 House Vote: Democrat            | 39% (294)      | 48% (366)          | 9% (72)            | 4% (27)              | 760     |
| 2018 House Vote: Republican          | 36% (225)      | 46% (286)          | 12% (76)           | 5% (29)              | 616     |
| 2018 House Vote: Someone else        | 33% (23)       | 44% (30)           | 13% (9)            | 9% (7)               | 70      |
| 2016 Vote: Hillary Clinton           | 36% (251)      | 50% (343)          | 9% (65)            | 4% (30)              | 689     |
| 2016 Vote: Donald Trump              | 37% (243)      | 47% (307)          | 12% (80)           | 4% (28)              | 658     |
| 2016 Vote: Other                     | 35% (55)       | 46% (72)           | 10% (16)           | 9% (14)              | 157     |
| 2016 Vote: Didn't Vote               | 48% (333)      | 38% (267)          | 7% (48)            | 7% (48)              | 696     |
| Voted in 2014: Yes                   | 36% (446)      | 49% (609)          | 12% (152)          | 4% (49)              | 1255    |
| Voted in 2014: No                    | 46% (437)      | 40% (380)          | 6% (58)            | 7% (70)              | 945     |
| 2012 Vote: Barack Obama              | 37% (293)      | 49% (387)          | 10% (77)           | 4% (28)              | 785     |
| 2012 Vote: Mitt Romney               | 33% (164)      | 48% (237)          | 15% (75)           | 4% (21)              | 496     |
| 2012 Vote: Other                     | 33% (28)       | 51% (43)           | 8% (7)             | 7% (6)               | 83      |
| 2012 Vote: Didn't Vote               | 48% (395)      | 39% (321)          | 6% (51)            | 8% (64)              | 831     |

Continued on next page

**Table CMS8\_11:** To what extent is it important to you that the products and/or services you purchase...  
Make me feel good

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 40%            | (883) | 45%                | (989) | 10%                | (210) | 5%                   | (119) | 2200    |
| 4-Region: Northeast                   | 39%            | (154) | 49%                | (192) | 9%                 | (37)  | 3%                   | (11)  | 394     |
| 4-Region: Midwest                     | 35%            | (164) | 47%                | (218) | 11%                | (51)  | 6%                   | (30)  | 462     |
| 4-Region: South                       | 42%            | (348) | 43%                | (358) | 9%                 | (74)  | 5%                   | (44)  | 824     |
| 4-Region: West                        | 42%            | (217) | 42%                | (220) | 9%                 | (48)  | 6%                   | (34)  | 520     |
| Frequent Flyer                        | 47%            | (129) | 38%                | (104) | 8%                 | (21)  | 7%                   | (20)  | 273     |
| International Travel                  | 45%            | (188) | 41%                | (173) | 8%                 | (35)  | 6%                   | (24)  | 420     |
| Sports fans                           | 41%            | (603) | 46%                | (670) | 8%                 | (122) | 4%                   | (62)  | 1457    |
| Heard a lot/some about new H1N1       | 46%            | (460) | 41%                | (412) | 9%                 | (91)  | 3%                   | (33)  | 997     |
| Heard not much/nothing about new H1N1 | 35%            | (423) | 48%                | (577) | 10%                | (118) | 7%                   | (85)  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_12: To what extent is it important to you that the products and/or services you purchase...  
Are well-known brands**

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 22% (474)      | 44% (968)          | 25% (554)          | 9% (204)             | 2200    |
| Gender: Male             | 23% (244)      | 44% (472)          | 23% (248)          | 9% (97)              | 1062    |
| Gender: Female           | 20% (230)      | 44% (496)          | 27% (306)          | 9% (107)             | 1138    |
| Age: 18-34               | 22% (144)      | 38% (247)          | 27% (177)          | 13% (88)             | 655     |
| Age: 35-44               | 27% (95)       | 42% (149)          | 22% (77)           | 10% (37)             | 358     |
| Age: 45-64               | 17% (129)      | 50% (374)          | 26% (192)          | 7% (56)              | 751     |
| Age: 65+                 | 24% (106)      | 46% (199)          | 25% (108)          | 6% (24)              | 436     |
| GenZers: 1997-2012       | 20% (67)       | 37% (127)          | 27% (92)           | 16% (55)             | 340     |
| Millennials: 1981-1996   | 25% (121)      | 40% (199)          | 24% (120)          | 11% (53)             | 492     |
| GenXers: 1965-1980       | 23% (122)      | 46% (249)          | 23% (124)          | 8% (44)              | 539     |
| Baby Boomers: 1946-1964  | 18% (132)      | 49% (367)          | 27% (203)          | 7% (50)              | 752     |
| PID: Dem (no lean)       | 24% (196)      | 43% (354)          | 26% (212)          | 7% (60)              | 823     |
| PID: Ind (no lean)       | 15% (111)      | 45% (326)          | 27% (197)          | 12% (86)             | 720     |
| PID: Rep (no lean)       | 25% (166)      | 44% (288)          | 22% (145)          | 9% (58)              | 657     |
| PID/Gender: Dem Men      | 28% (99)       | 43% (155)          | 24% (85)           | 6% (21)              | 360     |
| PID/Gender: Dem Women    | 21% (97)       | 43% (199)          | 27% (127)          | 9% (40)              | 462     |
| PID/Gender: Ind Men      | 17% (60)       | 45% (162)          | 26% (95)           | 12% (45)             | 362     |
| PID/Gender: Ind Women    | 14% (52)       | 46% (164)          | 28% (101)          | 11% (41)             | 358     |
| PID/Gender: Rep Men      | 25% (85)       | 46% (155)          | 20% (67)           | 9% (32)              | 339     |
| PID/Gender: Rep Women    | 25% (81)       | 42% (133)          | 24% (78)           | 8% (26)              | 318     |
| Ideo: Liberal (1-3)      | 18% (113)      | 41% (263)          | 31% (199)          | 11% (70)             | 644     |
| Ideo: Moderate (4)       | 23% (131)      | 47% (270)          | 24% (135)          | 6% (37)              | 572     |
| Ideo: Conservative (5-7) | 25% (178)      | 47% (337)          | 23% (166)          | 6% (43)              | 724     |
| Educ: < College          | 23% (345)      | 45% (674)          | 23% (346)          | 10% (147)            | 1512    |
| Educ: Bachelors degree   | 19% (82)       | 42% (189)          | 30% (134)          | 9% (39)              | 444     |
| Educ: Post-grad          | 19% (47)       | 43% (105)          | 30% (74)           | 7% (18)              | 244     |
| Income: Under 50k        | 23% (276)      | 44% (518)          | 23% (270)          | 10% (125)            | 1189    |
| Income: 50k-100k         | 20% (130)      | 44% (292)          | 28% (186)          | 8% (54)              | 662     |
| Income: 100k+            | 20% (69)       | 45% (157)          | 28% (98)           | 7% (26)              | 349     |
| Ethnicity: White         | 21% (356)      | 44% (758)          | 26% (449)          | 9% (158)             | 1722    |
| Ethnicity: Hispanic      | 27% (94)       | 43% (151)          | 21% (72)           | 9% (33)              | 349     |

Continued on next page

**Table CMS8\_12:** To what extent is it important to you that the products and/or services you purchase...  
Are well-known brands

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 22% (474)      | 44% (968)          | 25% (554)          | 9% (204)             | 2200    |
| Ethnicity: Afr. Am.               | 26% (72)       | 43% (118)          | 20% (56)           | 10% (29)             | 274     |
| Ethnicity: Other                  | 22% (45)       | 45% (92)           | 24% (49)           | 9% (18)              | 204     |
| All Christian                     | 23% (241)      | 45% (466)          | 24% (248)          | 7% (74)              | 1029    |
| All Non-Christian                 | 24% (29)       | 50% (60)           | 21% (25)           | 5% (6)               | 122     |
| Atheist                           | 17% (22)       | 34% (45)           | 37% (49)           | 13% (17)             | 133     |
| Agnostic/Nothing in particular    | 18% (92)       | 44% (233)          | 25% (133)          | 13% (67)             | 526     |
| Something Else                    | 23% (88)       | 42% (164)          | 25% (99)           | 10% (40)             | 391     |
| Religious Non-Protestant/Catholic | 23% (37)       | 51% (80)           | 21% (33)           | 4% (6)               | 156     |
| Evangelical                       | 24% (136)      | 46% (259)          | 23% (128)          | 7% (37)              | 560     |
| Non-Evangelical                   | 23% (183)      | 43% (348)          | 26% (209)          | 9% (69)              | 809     |
| Community: Urban                  | 24% (142)      | 47% (279)          | 20% (120)          | 9% (54)              | 594     |
| Community: Suburban               | 22% (235)      | 41% (430)          | 28% (289)          | 9% (92)              | 1045    |
| Community: Rural                  | 17% (98)       | 46% (259)          | 26% (145)          | 10% (59)             | 560     |
| Employ: Private Sector            | 21% (130)      | 49% (298)          | 24% (149)          | 6% (35)              | 613     |
| Employ: Government                | 21% (33)       | 38% (58)           | 29% (45)           | 12% (18)             | 154     |
| Employ: Self-Employed             | 25% (44)       | 39% (68)           | 24% (43)           | 12% (22)             | 177     |
| Employ: Homemaker                 | 25% (34)       | 42% (57)           | 22% (29)           | 11% (15)             | 135     |
| Employ: Retired                   | 23% (114)      | 46% (226)          | 24% (119)          | 7% (33)              | 492     |
| Employ: Unemployed                | 18% (59)       | 45% (146)          | 25% (82)           | 11% (37)             | 323     |
| Employ: Other                     | 17% (24)       | 44% (62)           | 22% (31)           | 17% (24)             | 140     |
| Military HH: Yes                  | 22% (76)       | 46% (158)          | 22% (76)           | 10% (33)             | 343     |
| Military HH: No                   | 21% (399)      | 44% (810)          | 26% (477)          | 9% (172)             | 1857    |
| RD/WT: Right Direction            | 27% (158)      | 44% (258)          | 20% (115)          | 9% (52)              | 583     |
| RD/WT: Wrong Track                | 20% (316)      | 44% (710)          | 27% (439)          | 9% (152)             | 1617    |
| Trump Job Approve                 | 25% (213)      | 45% (382)          | 21% (177)          | 9% (73)              | 845     |
| Trump Job Disapprove              | 20% (248)      | 43% (543)          | 29% (368)          | 9% (109)             | 1268    |
| Trump Job Strongly Approve        | 32% (149)      | 41% (191)          | 17% (79)           | 10% (45)             | 464     |
| Trump Job Somewhat Approve        | 17% (64)       | 50% (190)          | 26% (98)           | 7% (28)              | 381     |
| Trump Job Somewhat Disapprove     | 21% (49)       | 44% (101)          | 31% (72)           | 4% (8)               | 230     |
| Trump Job Strongly Disapprove     | 19% (199)      | 43% (442)          | 29% (296)          | 10% (101)            | 1037    |

Continued on next page

**Table CMS8\_12: To what extent is it important to you that the products and/or services you purchase...  
Are well-known brands**

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 22% (474)      | 44% (968)          | 25% (554)          | 9% (204)             | 2200    |
| Favorable of Trump                   | 26% (214)      | 45% (363)          | 21% (173)          | 8% (65)              | 814     |
| Unfavorable of Trump                 | 19% (248)      | 44% (557)          | 29% (372)          | 8% (101)             | 1278    |
| Very Favorable of Trump              | 33% (154)      | 42% (196)          | 17% (78)           | 8% (38)              | 465     |
| Somewhat Favorable of Trump          | 17% (60)       | 48% (167)          | 27% (95)           | 8% (27)              | 349     |
| Somewhat Unfavorable of Trump        | 22% (46)       | 47% (96)           | 28% (57)           | 3% (7)               | 205     |
| Very Unfavorable of Trump            | 19% (202)      | 43% (461)          | 29% (315)          | 9% (94)              | 1072    |
| #1 Issue: Economy                    | 22% (158)      | 46% (334)          | 24% (175)          | 8% (55)              | 722     |
| #1 Issue: Security                   | 19% (49)       | 46% (120)          | 26% (68)           | 10% (26)             | 263     |
| #1 Issue: Health Care                | 21% (90)       | 42% (177)          | 28% (121)          | 9% (39)              | 427     |
| #1 Issue: Medicare / Social Security | 29% (82)       | 49% (139)          | 17% (47)           | 5% (14)              | 282     |
| #1 Issue: Women's Issues             | 17% (19)       | 46% (52)           | 28% (32)           | 8% (9)               | 111     |
| #1 Issue: Education                  | 13% (18)       | 37% (49)           | 25% (34)           | 24% (32)             | 132     |
| #1 Issue: Energy                     | 28% (24)       | 33% (29)           | 26% (22)           | 14% (12)             | 88      |
| #1 Issue: Other                      | 19% (33)       | 39% (69)           | 32% (57)           | 9% (16)              | 175     |
| 2018 House Vote: Democrat            | 22% (171)      | 43% (324)          | 27% (208)          | 8% (57)              | 760     |
| 2018 House Vote: Republican          | 26% (159)      | 45% (275)          | 22% (135)          | 8% (46)              | 616     |
| 2018 House Vote: Someone else        | 15% (10)       | 44% (31)           | 26% (18)           | 16% (11)             | 70      |
| 2016 Vote: Hillary Clinton           | 20% (140)      | 46% (315)          | 26% (182)          | 8% (53)              | 689     |
| 2016 Vote: Donald Trump              | 27% (178)      | 45% (294)          | 22% (143)          | 6% (42)              | 658     |
| 2016 Vote: Other                     | 12% (18)       | 38% (60)           | 36% (57)           | 13% (21)             | 157     |
| 2016 Vote: Didn't Vote               | 20% (138)      | 43% (298)          | 25% (172)          | 13% (88)             | 696     |
| Voted in 2014: Yes                   | 23% (288)      | 45% (570)          | 25% (312)          | 7% (84)              | 1255    |
| Voted in 2014: No                    | 20% (187)      | 42% (397)          | 26% (241)          | 13% (120)            | 945     |
| 2012 Vote: Barack Obama              | 21% (168)      | 45% (355)          | 27% (209)          | 7% (53)              | 785     |
| 2012 Vote: Mitt Romney               | 25% (124)      | 44% (218)          | 25% (125)          | 6% (30)              | 496     |
| 2012 Vote: Other                     | 23% (19)       | 42% (35)           | 21% (17)           | 15% (12)             | 83      |
| 2012 Vote: Didn't Vote               | 19% (161)      | 43% (359)          | 24% (201)          | 13% (109)            | 831     |

Continued on next page



**Table CMS8\_12:** To what extent is it important to you that the products and/or services you purchase...  
 Are well-known brands

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 22%            | (474) | 44%                | (968) | 25%                | (554) | 9%                   | (204) | 2200    |
| 4-Region: Northeast                   | 23%            | (90)  | 45%                | (177) | 24%                | (95)  | 8%                   | (31)  | 394     |
| 4-Region: Midwest                     | 21%            | (98)  | 42%                | (196) | 26%                | (122) | 10%                  | (47)  | 462     |
| 4-Region: South                       | 24%            | (198) | 43%                | (353) | 24%                | (198) | 9%                   | (75)  | 824     |
| 4-Region: West                        | 17%            | (88)  | 46%                | (241) | 27%                | (139) | 10%                  | (52)  | 520     |
| Frequent Flyer                        | 20%            | (54)  | 39%                | (108) | 31%                | (84)  | 10%                  | (27)  | 273     |
| International Travel                  | 24%            | (100) | 45%                | (190) | 24%                | (99)  | 8%                   | (32)  | 420     |
| Sports fans                           | 23%            | (341) | 46%                | (671) | 24%                | (343) | 7%                   | (102) | 1457    |
| Heard a lot/some about new H1N1       | 26%            | (260) | 43%                | (426) | 24%                | (237) | 7%                   | (73)  | 997     |
| Heard not much/nothing about new H1N1 | 18%            | (214) | 45%                | (542) | 26%                | (316) | 11%                  | (131) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_13:** *To what extent is it important to you that the products and/or services you purchase...  
Make my life easier (i.e. save me time, energy, and/or stress)*

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 46% (1012)     | 45% (986)          | 5% (103)           | 5% (99)              | 2200    |
| Gender: Male             | 42% (442)      | 47% (501)          | 5% (58)            | 6% (62)              | 1062    |
| Gender: Female           | 50% (570)      | 43% (485)          | 4% (45)            | 3% (38)              | 1138    |
| Age: 18-34               | 52% (341)      | 39% (253)          | 3% (22)            | 6% (39)              | 655     |
| Age: 35-44               | 46% (165)      | 42% (150)          | 6% (22)            | 6% (20)              | 358     |
| Age: 45-64               | 41% (305)      | 50% (376)          | 6% (42)            | 4% (27)              | 751     |
| Age: 65+                 | 46% (200)      | 47% (207)          | 4% (16)            | 3% (14)              | 436     |
| GenZers: 1997-2012       | 52% (175)      | 38% (129)          | 4% (12)            | 7% (24)              | 340     |
| Millennials: 1981-1996   | 50% (245)      | 40% (195)          | 4% (19)            | 6% (32)              | 492     |
| GenXers: 1965-1980       | 45% (242)      | 46% (249)          | 6% (31)            | 3% (18)              | 539     |
| Baby Boomers: 1946-1964  | 41% (309)      | 51% (380)          | 5% (37)            | 3% (26)              | 752     |
| PID: Dem (no lean)       | 49% (401)      | 43% (355)          | 5% (39)            | 3% (28)              | 823     |
| PID: Ind (no lean)       | 43% (308)      | 47% (336)          | 5% (36)            | 6% (41)              | 720     |
| PID: Rep (no lean)       | 46% (303)      | 45% (295)          | 4% (28)            | 5% (31)              | 657     |
| PID/Gender: Dem Men      | 45% (163)      | 44% (160)          | 6% (22)            | 4% (15)              | 360     |
| PID/Gender: Dem Women    | 51% (238)      | 42% (195)          | 4% (16)            | 3% (13)              | 462     |
| PID/Gender: Ind Men      | 37% (135)      | 50% (180)          | 5% (17)            | 8% (29)              | 362     |
| PID/Gender: Ind Women    | 48% (173)      | 43% (156)          | 5% (18)            | 3% (12)              | 358     |
| PID/Gender: Rep Men      | 42% (144)      | 47% (160)          | 5% (18)            | 5% (18)              | 339     |
| PID/Gender: Rep Women    | 50% (159)      | 42% (135)          | 3% (11)            | 4% (13)              | 318     |
| Ideo: Liberal (1-3)      | 45% (290)      | 46% (296)          | 6% (40)            | 3% (19)              | 644     |
| Ideo: Moderate (4)       | 48% (275)      | 45% (259)          | 4% (25)            | 2% (14)              | 572     |
| Ideo: Conservative (5-7) | 47% (337)      | 47% (339)          | 4% (27)            | 3% (21)              | 724     |
| Educ: < College          | 46% (690)      | 44% (669)          | 4% (63)            | 6% (90)              | 1512    |
| Educ: Bachelors degree   | 46% (204)      | 48% (211)          | 5% (23)            | 1% (5)               | 444     |
| Educ: Post-grad          | 48% (118)      | 43% (106)          | 7% (16)            | 2% (4)               | 244     |
| Income: Under 50k        | 47% (555)      | 42% (503)          | 4% (51)            | 7% (80)              | 1189    |
| Income: 50k-100k         | 44% (291)      | 48% (320)          | 6% (38)            | 2% (12)              | 662     |
| Income: 100k+            | 48% (166)      | 47% (163)          | 4% (13)            | 2% (7)               | 349     |
| Ethnicity: White         | 45% (782)      | 45% (780)          | 5% (81)            | 5% (79)              | 1722    |
| Ethnicity: Hispanic      | 50% (175)      | 41% (143)          | 3% (12)            | 6% (19)              | 349     |

Continued on next page

**Table CMS8\_13:** To what extent is it important to you that the products and/or services you purchase...  
Make my life easier (i.e. save me time, energy, and/or stress)

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 46% (1012)     | 45% (986)          | 5% (103)           | 5% (99)              | 2200    |
| Ethnicity: Afr. Am.               | 52% (142)      | 38% (104)          | 5% (13)            | 6% (15)              | 274     |
| Ethnicity: Other                  | 43% (88)       | 50% (102)          | 4% (9)             | 3% (5)               | 204     |
| All Christian                     | 44% (453)      | 49% (499)          | 4% (45)            | 3% (32)              | 1029    |
| All Non-Christian                 | 47% (57)       | 41% (49)           | 4% (5)             | 8% (9)               | 122     |
| Atheist                           | 50% (67)       | 41% (54)           | 7% (10)            | 2% (2)               | 133     |
| Agnostic/Nothing in particular    | 45% (237)      | 43% (225)          | 5% (24)            | 7% (39)              | 526     |
| Something Else                    | 51% (198)      | 40% (158)          | 5% (18)            | 4% (17)              | 391     |
| Religious Non-Protestant/Catholic | 43% (67)       | 47% (74)           | 4% (6)             | 6% (9)               | 156     |
| Evangelical                       | 46% (260)      | 45% (251)          | 6% (32)            | 3% (17)              | 560     |
| Non-Evangelical                   | 46% (374)      | 47% (379)          | 4% (30)            | 3% (26)              | 809     |
| Community: Urban                  | 49% (292)      | 42% (250)          | 4% (21)            | 5% (31)              | 594     |
| Community: Suburban               | 47% (492)      | 44% (465)          | 5% (51)            | 4% (37)              | 1045    |
| Community: Rural                  | 41% (227)      | 48% (271)          | 5% (30)            | 6% (31)              | 560     |
| Employ: Private Sector            | 41% (253)      | 51% (311)          | 6% (34)            | 2% (14)              | 613     |
| Employ: Government                | 50% (77)       | 38% (58)           | 7% (11)            | 5% (8)               | 154     |
| Employ: Self-Employed             | 49% (88)       | 39% (70)           | 3% (5)             | 8% (15)              | 177     |
| Employ: Homemaker                 | 47% (64)       | 43% (58)           | 2% (2)             | 8% (11)              | 135     |
| Employ: Retired                   | 46% (224)      | 47% (230)          | 4% (21)            | 3% (16)              | 492     |
| Employ: Unemployed                | 47% (151)      | 42% (136)          | 5% (17)            | 6% (19)              | 323     |
| Employ: Other                     | 50% (70)       | 39% (55)           | 4% (5)             | 7% (10)              | 140     |
| Military HH: Yes                  | 51% (174)      | 39% (134)          | 4% (14)            | 6% (20)              | 343     |
| Military HH: No                   | 45% (838)      | 46% (852)          | 5% (89)            | 4% (79)              | 1857    |
| RD/WT: Right Direction            | 42% (242)      | 48% (280)          | 4% (22)            | 7% (39)              | 583     |
| RD/WT: Wrong Track                | 48% (770)      | 44% (706)          | 5% (81)            | 4% (60)              | 1617    |
| Trump Job Approve                 | 45% (382)      | 46% (385)          | 5% (41)            | 4% (37)              | 845     |
| Trump Job Disapprove              | 47% (598)      | 45% (569)          | 5% (61)            | 3% (39)              | 1268    |
| Trump Job Strongly Approve        | 47% (218)      | 46% (213)          | 3% (14)            | 4% (20)              | 464     |
| Trump Job Somewhat Approve        | 43% (164)      | 45% (172)          | 7% (27)            | 4% (17)              | 381     |
| Trump Job Somewhat Disapprove     | 47% (108)      | 48% (111)          | 5% (10)            | 1% (1)               | 230     |
| Trump Job Strongly Disapprove     | 47% (491)      | 44% (459)          | 5% (50)            | 4% (38)              | 1037    |

Continued on next page

**Table CMS8\_13:** To what extent is it important to you that the products and/or services you purchase...  
Make my life easier (i.e. save me time, energy, and/or stress)

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 46% (1012)     | 45% (986)          | 5% (103)           | 5% (99)              | 2200    |
| Favorable of Trump                   | 47% (384)      | 46% (371)          | 4% (34)            | 3% (25)              | 814     |
| Unfavorable of Trump                 | 47% (603)      | 45% (577)          | 5% (63)            | 3% (34)              | 1278    |
| Very Favorable of Trump              | 49% (226)      | 45% (207)          | 3% (15)            | 4% (16)              | 465     |
| Somewhat Favorable of Trump          | 45% (157)      | 47% (164)          | 5% (19)            | 2% (9)               | 349     |
| Somewhat Unfavorable of Trump        | 46% (95)       | 46% (95)           | 6% (13)            | 1% (3)               | 205     |
| Very Unfavorable of Trump            | 47% (509)      | 45% (482)          | 5% (50)            | 3% (31)              | 1072    |
| #1 Issue: Economy                    | 49% (355)      | 43% (309)          | 4% (31)            | 4% (26)              | 722     |
| #1 Issue: Security                   | 41% (108)      | 49% (128)          | 6% (15)            | 5% (12)              | 263     |
| #1 Issue: Health Care                | 45% (192)      | 47% (202)          | 5% (23)            | 2% (10)              | 427     |
| #1 Issue: Medicare / Social Security | 43% (121)      | 47% (132)          | 4% (10)            | 7% (19)              | 282     |
| #1 Issue: Women's Issues             | 51% (56)       | 42% (46)           | 7% (7)             | 1% (1)               | 111     |
| #1 Issue: Education                  | 43% (57)       | 36% (47)           | 5% (7)             | 16% (22)             | 132     |
| #1 Issue: Energy                     | 45% (40)       | 45% (39)           | 2% (2)             | 8% (7)               | 88      |
| #1 Issue: Other                      | 48% (83)       | 47% (83)           | 4% (8)             | 1% (2)               | 175     |
| 2018 House Vote: Democrat            | 45% (340)      | 47% (359)          | 4% (31)            | 4% (30)              | 760     |
| 2018 House Vote: Republican          | 47% (291)      | 45% (280)          | 4% (25)            | 3% (20)              | 616     |
| 2018 House Vote: Someone else        | 44% (31)       | 45% (31)           | 8% (6)             | 3% (2)               | 70      |
| 2016 Vote: Hillary Clinton           | 43% (296)      | 49% (334)          | 5% (32)            | 4% (27)              | 689     |
| 2016 Vote: Donald Trump              | 48% (314)      | 45% (294)          | 5% (30)            | 3% (20)              | 658     |
| 2016 Vote: Other                     | 43% (67)       | 50% (78)           | 2% (3)             | 5% (8)               | 157     |
| 2016 Vote: Didn't Vote               | 48% (335)      | 40% (279)          | 5% (38)            | 6% (44)              | 696     |
| Voted in 2014: Yes                   | 46% (576)      | 46% (582)          | 5% (58)            | 3% (38)              | 1255    |
| Voted in 2014: No                    | 46% (436)      | 43% (404)          | 5% (45)            | 6% (61)              | 945     |
| 2012 Vote: Barack Obama              | 44% (349)      | 48% (375)          | 4% (35)            | 3% (26)              | 785     |
| 2012 Vote: Mitt Romney               | 47% (234)      | 45% (225)          | 5% (26)            | 2% (11)              | 496     |
| 2012 Vote: Other                     | 40% (33)       | 48% (40)           | 7% (6)             | 5% (4)               | 83      |
| 2012 Vote: Didn't Vote               | 47% (394)      | 41% (343)          | 4% (36)            | 7% (58)              | 831     |

Continued on next page

**Table CMS8\_13:** To what extent is it important to you that the products and/or services you purchase...  
Make my life easier (i.e. save me time, energy, and/or stress)

| Demographic                           | Very important |        | Somewhat important |       | Not very important |       | Not important at all |      | Total N |
|---------------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|------|---------|
| Adults                                | 46%            | (1012) | 45%                | (986) | 5%                 | (103) | 5%                   | (99) | 2200    |
| 4-Region: Northeast                   | 46%            | (183)  | 47%                | (184) | 4%                 | (16)  | 3%                   | (11) | 394     |
| 4-Region: Midwest                     | 46%            | (211)  | 44%                | (201) | 5%                 | (24)  | 6%                   | (26) | 462     |
| 4-Region: South                       | 49%            | (406)  | 43%                | (357) | 4%                 | (33)  | 3%                   | (28) | 824     |
| 4-Region: West                        | 41%            | (212)  | 47%                | (243) | 6%                 | (30)  | 7%                   | (35) | 520     |
| Frequent Flyer                        | 50%            | (136)  | 41%                | (112) | 4%                 | (10)  | 5%                   | (15) | 273     |
| International Travel                  | 49%            | (208)  | 41%                | (173) | 5%                 | (22)  | 4%                   | (17) | 420     |
| Sports fans                           | 46%            | (675)  | 46%                | (668) | 5%                 | (69)  | 3%                   | (45) | 1457    |
| Heard a lot/some about new H1N1       | 52%            | (519)  | 40%                | (397) | 5%                 | (46)  | 3%                   | (34) | 997     |
| Heard not much/nothing about new H1N1 | 41%            | (493)  | 49%                | (588) | 5%                 | (56)  | 5%                   | (65) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_14:** To what extent is it important to you that the products and/or services you purchase...  
Are reliable or have a good reputation

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 53% (1176)     | 38% (842)          | 5% (105)           | 4% (78)              | 2200    |
| Gender: Male             | 52% (548)      | 38% (406)          | 6% (65)            | 4% (42)              | 1062    |
| Gender: Female           | 55% (628)      | 38% (435)          | 3% (40)            | 3% (35)              | 1138    |
| Age: 18-34               | 54% (354)      | 34% (220)          | 8% (51)            | 5% (30)              | 655     |
| Age: 35-44               | 47% (168)      | 44% (157)          | 4% (15)            | 5% (18)              | 358     |
| Age: 45-64               | 54% (403)      | 40% (301)          | 4% (29)            | 2% (19)              | 751     |
| Age: 65+                 | 58% (251)      | 38% (164)          | 2% (10)            | 3% (11)              | 436     |
| GenZers: 1997-2012       | 53% (179)      | 34% (116)          | 9% (29)            | 5% (16)              | 340     |
| Millennials: 1981-1996   | 52% (257)      | 36% (178)          | 6% (27)            | 6% (29)              | 492     |
| GenXers: 1965-1980       | 52% (278)      | 41% (219)          | 5% (27)            | 3% (15)              | 539     |
| Baby Boomers: 1946-1964  | 54% (409)      | 41% (305)          | 3% (20)            | 2% (18)              | 752     |
| PID: Dem (no lean)       | 55% (449)      | 38% (316)          | 4% (35)            | 3% (23)              | 823     |
| PID: Ind (no lean)       | 48% (347)      | 41% (298)          | 6% (44)            | 4% (32)              | 720     |
| PID: Rep (no lean)       | 58% (380)      | 35% (228)          | 4% (26)            | 4% (23)              | 657     |
| PID/Gender: Dem Men      | 50% (179)      | 43% (154)          | 5% (19)            | 2% (9)               | 360     |
| PID/Gender: Dem Women    | 58% (270)      | 35% (162)          | 3% (16)            | 3% (14)              | 462     |
| PID/Gender: Ind Men      | 48% (173)      | 39% (141)          | 8% (28)            | 5% (20)              | 362     |
| PID/Gender: Ind Women    | 48% (174)      | 44% (157)          | 4% (16)            | 3% (12)              | 358     |
| PID/Gender: Rep Men      | 58% (196)      | 33% (111)          | 5% (18)            | 4% (14)              | 339     |
| PID/Gender: Rep Women    | 58% (184)      | 37% (117)          | 2% (8)             | 3% (10)              | 318     |
| Ideo: Liberal (1-3)      | 53% (342)      | 40% (260)          | 4% (25)            | 3% (17)              | 644     |
| Ideo: Moderate (4)       | 50% (284)      | 42% (240)          | 6% (33)            | 3% (15)              | 572     |
| Ideo: Conservative (5-7) | 59% (424)      | 35% (256)          | 5% (33)            | 1% (11)              | 724     |
| Educ: < College          | 53% (801)      | 38% (569)          | 5% (73)            | 5% (69)              | 1512    |
| Educ: Bachelors degree   | 54% (240)      | 39% (175)          | 5% (23)            | 1% (6)               | 444     |
| Educ: Post-grad          | 55% (135)      | 40% (98)           | 4% (9)             | 1% (3)               | 244     |
| Income: Under 50k        | 52% (616)      | 38% (447)          | 6% (66)            | 5% (60)              | 1189    |
| Income: 50k-100k         | 55% (362)      | 40% (262)          | 4% (28)            | 2% (11)              | 662     |
| Income: 100k+            | 57% (198)      | 38% (133)          | 3% (11)            | 2% (7)               | 349     |
| Ethnicity: White         | 53% (918)      | 39% (672)          | 4% (73)            | 3% (59)              | 1722    |
| Ethnicity: Hispanic      | 53% (186)      | 36% (125)          | 7% (25)            | 4% (13)              | 349     |

Continued on next page

**Table CMS8\_14:** *To what extent is it important to you that the products and/or services you purchase...  
Are reliable or have a good reputation*

| Demographic                       | Very important | Somewhat important | Not very important | Not important at all | Total N |
|-----------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                            | 53% (1176)     | 38% (842)          | 5% (105)           | 4% (78)              | 2200    |
| Ethnicity: Afr. Am.               | 56% (155)      | 32% (87)           | 7% (18)            | 5% (15)              | 274     |
| Ethnicity: Other                  | 51% (103)      | 41% (83)           | 7% (13)            | 2% (4)               | 204     |
| All Christian                     | 54% (554)      | 39% (405)          | 4% (37)            | 3% (32)              | 1029    |
| All Non-Christian                 | 62% (76)       | 33% (40)           | 3% (3)             | 2% (3)               | 122     |
| Atheist                           | 57% (76)       | 37% (49)           | 4% (5)             | 2% (3)               | 133     |
| Agnostic/Nothing in particular    | 51% (266)      | 39% (206)          | 6% (33)            | 4% (21)              | 526     |
| Something Else                    | 52% (204)      | 36% (143)          | 7% (26)            | 5% (19)              | 391     |
| Religious Non-Protestant/Catholic | 61% (96)       | 35% (54)           | 2% (3)             | 2% (3)               | 156     |
| Evangelical                       | 53% (295)      | 39% (217)          | 5% (29)            | 3% (19)              | 560     |
| Non-Evangelical                   | 54% (434)      | 39% (315)          | 4% (34)            | 3% (26)              | 809     |
| Community: Urban                  | 56% (334)      | 35% (209)          | 5% (28)            | 4% (24)              | 594     |
| Community: Suburban               | 55% (573)      | 37% (388)          | 5% (53)            | 3% (31)              | 1045    |
| Community: Rural                  | 48% (269)      | 44% (245)          | 4% (23)            | 4% (23)              | 560     |
| Employ: Private Sector            | 52% (318)      | 41% (250)          | 5% (29)            | 3% (16)              | 613     |
| Employ: Government                | 47% (73)       | 42% (66)           | 5% (8)             | 5% (8)               | 154     |
| Employ: Self-Employed             | 55% (96)       | 32% (56)           | 7% (13)            | 7% (12)              | 177     |
| Employ: Homemaker                 | 62% (84)       | 28% (38)           | 4% (5)             | 6% (8)               | 135     |
| Employ: Retired                   | 57% (278)      | 38% (189)          | 2% (10)            | 3% (15)              | 492     |
| Employ: Unemployed                | 52% (167)      | 40% (128)          | 6% (21)            | 2% (8)               | 323     |
| Employ: Other                     | 53% (75)       | 39% (54)           | 5% (6)             | 3% (5)               | 140     |
| Military HH: Yes                  | 61% (209)      | 31% (106)          | 4% (14)            | 4% (13)              | 343     |
| Military HH: No                   | 52% (966)      | 40% (736)          | 5% (91)            | 3% (64)              | 1857    |
| RD/WT: Right Direction            | 54% (315)      | 37% (213)          | 4% (26)            | 5% (28)              | 583     |
| RD/WT: Wrong Track                | 53% (861)      | 39% (628)          | 5% (79)            | 3% (49)              | 1617    |
| Trump Job Approve                 | 56% (472)      | 36% (308)          | 4% (38)            | 3% (27)              | 845     |
| Trump Job Disapprove              | 53% (671)      | 40% (501)          | 5% (60)            | 3% (36)              | 1268    |
| Trump Job Strongly Approve        | 60% (277)      | 34% (158)          | 4% (17)            | 3% (12)              | 464     |
| Trump Job Somewhat Approve        | 51% (196)      | 39% (150)          | 5% (20)            | 4% (15)              | 381     |
| Trump Job Somewhat Disapprove     | 46% (106)      | 47% (107)          | 6% (14)            | 1% (3)               | 230     |
| Trump Job Strongly Disapprove     | 54% (565)      | 38% (393)          | 4% (46)            | 3% (33)              | 1037    |

Continued on next page

**Table CMS8\_14:** *To what extent is it important to you that the products and/or services you purchase...  
Are reliable or have a good reputation*

| Demographic                          | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                               | 53% (1176)     | 38% (842)          | 5% (105)           | 4% (78)              | 2200    |
| Favorable of Trump                   | 58% (475)      | 36% (294)          | 3% (28)            | 2% (17)              | 814     |
| Unfavorable of Trump                 | 53% (676)      | 40% (511)          | 5% (65)            | 2% (27)              | 1278    |
| Very Favorable of Trump              | 60% (279)      | 35% (163)          | 3% (16)            | 2% (8)               | 465     |
| Somewhat Favorable of Trump          | 56% (196)      | 38% (132)          | 3% (12)            | 3% (9)               | 349     |
| Somewhat Unfavorable of Trump        | 48% (99)       | 45% (92)           | 5% (11)            | 2% (4)               | 205     |
| Very Unfavorable of Trump            | 54% (577)      | 39% (418)          | 5% (54)            | 2% (23)              | 1072    |
| #1 Issue: Economy                    | 59% (427)      | 34% (244)          | 4% (30)            | 3% (21)              | 722     |
| #1 Issue: Security                   | 54% (143)      | 38% (101)          | 5% (14)            | 2% (6)               | 263     |
| #1 Issue: Health Care                | 49% (210)      | 44% (189)          | 5% (20)            | 2% (9)               | 427     |
| #1 Issue: Medicare / Social Security | 52% (145)      | 41% (115)          | 4% (10)            | 4% (11)              | 282     |
| #1 Issue: Women's Issues             | 55% (61)       | 34% (38)           | 6% (7)             | 5% (5)               | 111     |
| #1 Issue: Education                  | 37% (49)       | 40% (53)           | 9% (12)            | 14% (18)             | 132     |
| #1 Issue: Energy                     | 57% (50)       | 33% (29)           | 3% (3)             | 7% (6)               | 88      |
| #1 Issue: Other                      | 52% (91)       | 43% (75)           | 5% (9)             | 1% (1)               | 175     |
| 2018 House Vote: Democrat            | 54% (407)      | 38% (291)          | 5% (39)            | 3% (23)              | 760     |
| 2018 House Vote: Republican          | 60% (372)      | 34% (208)          | 4% (22)            | 2% (13)              | 616     |
| 2018 House Vote: Someone else        | 61% (43)       | 31% (22)           | 6% (4)             | 1% (1)               | 70      |
| 2016 Vote: Hillary Clinton           | 54% (369)      | 38% (259)          | 5% (35)            | 4% (27)              | 689     |
| 2016 Vote: Donald Trump              | 59% (387)      | 35% (232)          | 4% (28)            | 2% (12)              | 658     |
| 2016 Vote: Other                     | 45% (70)       | 47% (74)           | 5% (8)             | 3% (5)               | 157     |
| 2016 Vote: Didn't Vote               | 50% (349)      | 40% (278)          | 5% (35)            | 5% (34)              | 696     |
| Voted in 2014: Yes                   | 56% (707)      | 37% (466)          | 5% (58)            | 2% (24)              | 1255    |
| Voted in 2014: No                    | 50% (469)      | 40% (375)          | 5% (47)            | 6% (54)              | 945     |
| 2012 Vote: Barack Obama              | 53% (414)      | 40% (316)          | 4% (35)            | 3% (20)              | 785     |
| 2012 Vote: Mitt Romney               | 58% (289)      | 38% (187)          | 3% (16)            | 1% (4)               | 496     |
| 2012 Vote: Other                     | 66% (55)       | 24% (20)           | 8% (6)             | 3% (2)               | 83      |
| 2012 Vote: Didn't Vote               | 50% (414)      | 38% (319)          | 6% (47)            | 6% (51)              | 831     |

Continued on next page



**Table CMS8\_14:** *To what extent is it important to you that the products and/or services you purchase...  
 Are reliable or have a good reputation*

| Demographic                           | Very important |        | Somewhat important |       | Not very important |       | Not important at all |      | Total N |
|---------------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|------|---------|
| Adults                                | 53%            | (1176) | 38%                | (842) | 5%                 | (105) | 4%                   | (78) | 2200    |
| 4-Region: Northeast                   | 56%            | (221)  | 38%                | (151) | 4%                 | (16)  | 2%                   | (6)  | 394     |
| 4-Region: Midwest                     | 52%            | (239)  | 37%                | (173) | 6%                 | (26)  | 5%                   | (23) | 462     |
| 4-Region: South                       | 52%            | (430)  | 41%                | (334) | 5%                 | (37)  | 3%                   | (23) | 824     |
| 4-Region: West                        | 55%            | (286)  | 35%                | (184) | 5%                 | (25)  | 5%                   | (26) | 520     |
| Frequent Flyer                        | 56%            | (153)  | 35%                | (96)  | 4%                 | (11)  | 4%                   | (12) | 273     |
| International Travel                  | 51%            | (216)  | 38%                | (159) | 7%                 | (31)  | 3%                   | (14) | 420     |
| Sports fans                           | 55%            | (798)  | 39%                | (564) | 4%                 | (58)  | 3%                   | (38) | 1457    |
| Heard a lot/some about new H1N1       | 57%            | (570)  | 36%                | (356) | 5%                 | (48)  | 2%                   | (23) | 997     |
| Heard not much/nothing about new H1N1 | 50%            | (606)  | 40%                | (486) | 5%                 | (57)  | 5%                   | (55) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS8\_15: To what extent is it important to you that the products and/or services you purchase...  
Make me feel connected to others or a community**

| Demographic              | Very important | Somewhat important | Not very important | Not important at all | Total N |
|--------------------------|----------------|--------------------|--------------------|----------------------|---------|
| Adults                   | 15% (325)      | 33% (726)          | 34% (747)          | 18% (402)            | 2200    |
| Gender: Male             | 15% (162)      | 32% (339)          | 33% (353)          | 20% (208)            | 1062    |
| Gender: Female           | 14% (163)      | 34% (387)          | 35% (393)          | 17% (195)            | 1138    |
| Age: 18-34               | 21% (136)      | 35% (231)          | 29% (189)          | 15% (99)             | 655     |
| Age: 35-44               | 20% (72)       | 34% (122)          | 31% (112)          | 15% (52)             | 358     |
| Age: 45-64               | 11% (84)       | 31% (234)          | 36% (273)          | 21% (159)            | 751     |
| Age: 65+                 | 7% (33)        | 32% (139)          | 40% (173)          | 21% (92)             | 436     |
| GenZers: 1997-2012       | 19% (64)       | 33% (111)          | 29% (100)          | 19% (64)             | 340     |
| Millennials: 1981-1996   | 21% (104)      | 38% (189)          | 28% (136)          | 13% (63)             | 492     |
| GenXers: 1965-1980       | 17% (91)       | 30% (163)          | 36% (193)          | 17% (92)             | 539     |
| Baby Boomers: 1946-1964  | 7% (55)        | 32% (242)          | 38% (289)          | 22% (166)            | 752     |
| PID: Dem (no lean)       | 18% (148)      | 37% (307)          | 31% (258)          | 13% (110)            | 823     |
| PID: Ind (no lean)       | 12% (88)       | 30% (219)          | 36% (257)          | 22% (156)            | 720     |
| PID: Rep (no lean)       | 14% (89)       | 30% (200)          | 35% (232)          | 21% (136)            | 657     |
| PID/Gender: Dem Men      | 19% (69)       | 37% (135)          | 29% (105)          | 14% (52)             | 360     |
| PID/Gender: Dem Women    | 17% (79)       | 37% (172)          | 33% (153)          | 13% (58)             | 462     |
| PID/Gender: Ind Men      | 12% (45)       | 27% (96)           | 38% (137)          | 23% (83)             | 362     |
| PID/Gender: Ind Women    | 12% (43)       | 34% (123)          | 33% (120)          | 20% (72)             | 358     |
| PID/Gender: Rep Men      | 14% (48)       | 32% (108)          | 33% (111)          | 21% (73)             | 339     |
| PID/Gender: Rep Women    | 13% (41)       | 29% (92)           | 38% (121)          | 20% (64)             | 318     |
| Ideo: Liberal (1-3)      | 15% (97)       | 37% (236)          | 33% (213)          | 15% (97)             | 644     |
| Ideo: Moderate (4)       | 16% (89)       | 36% (204)          | 34% (192)          | 15% (87)             | 572     |
| Ideo: Conservative (5-7) | 14% (103)      | 31% (224)          | 36% (261)          | 19% (136)            | 724     |
| Educ: < College          | 16% (242)      | 32% (484)          | 33% (495)          | 19% (292)            | 1512    |
| Educ: Bachelors degree   | 10% (43)       | 36% (160)          | 38% (168)          | 16% (72)             | 444     |
| Educ: Post-grad          | 16% (40)       | 34% (82)           | 34% (84)           | 16% (38)             | 244     |
| Income: Under 50k        | 16% (189)      | 33% (392)          | 31% (371)          | 20% (237)            | 1189    |
| Income: 50k-100k         | 13% (89)       | 33% (221)          | 37% (243)          | 16% (109)            | 662     |
| Income: 100k+            | 13% (46)       | 32% (113)          | 38% (133)          | 16% (57)             | 349     |
| Ethnicity: White         | 13% (218)      | 32% (553)          | 36% (617)          | 19% (334)            | 1722    |
| Ethnicity: Hispanic      | 20% (68)       | 36% (125)          | 28% (98)           | 16% (58)             | 349     |

Continued on next page

**Table CMS8\_15:** *To what extent is it important to you that the products and/or services you purchase...  
 Make me feel connected to others or a community*

| Demographic                       | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|-----------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                            | 15%            | (325) | 33%                | (726) | 34%                | (747) | 18%                  | (402) | 2200    |
| Ethnicity: Afr. Am.               | 24%            | (67)  | 35%                | (97)  | 26%                | (72)  | 14%                  | (38)  | 274     |
| Ethnicity: Other                  | 20%            | (40)  | 37%                | (75)  | 28%                | (58)  | 15%                  | (31)  | 204     |
| All Christian                     | 12%            | (127) | 35%                | (356) | 35%                | (362) | 18%                  | (184) | 1029    |
| All Non-Christian                 | 23%            | (28)  | 37%                | (45)  | 29%                | (35)  | 12%                  | (15)  | 122     |
| Atheist                           | 12%            | (16)  | 30%                | (40)  | 35%                | (47)  | 23%                  | (30)  | 133     |
| Agnostic/Nothing in particular    | 16%            | (84)  | 31%                | (165) | 33%                | (172) | 20%                  | (104) | 526     |
| Something Else                    | 18%            | (70)  | 31%                | (120) | 33%                | (131) | 18%                  | (70)  | 391     |
| Religious Non-Protestant/Catholic | 19%            | (30)  | 39%                | (61)  | 30%                | (46)  | 12%                  | (19)  | 156     |
| Evangelical                       | 17%            | (95)  | 36%                | (199) | 32%                | (179) | 15%                  | (87)  | 560     |
| Non-Evangelical                   | 12%            | (96)  | 32%                | (258) | 37%                | (302) | 19%                  | (154) | 809     |
| Community: Urban                  | 21%            | (123) | 36%                | (215) | 27%                | (158) | 17%                  | (98)  | 594     |
| Community: Suburban               | 13%            | (136) | 33%                | (345) | 37%                | (386) | 17%                  | (179) | 1045    |
| Community: Rural                  | 12%            | (66)  | 30%                | (166) | 36%                | (203) | 22%                  | (125) | 560     |
| Employ: Private Sector            | 15%            | (94)  | 37%                | (224) | 32%                | (193) | 16%                  | (100) | 613     |
| Employ: Government                | 12%            | (18)  | 31%                | (48)  | 40%                | (62)  | 17%                  | (26)  | 154     |
| Employ: Self-Employed             | 18%            | (32)  | 26%                | (46)  | 35%                | (62)  | 21%                  | (37)  | 177     |
| Employ: Homemaker                 | 16%            | (22)  | 28%                | (38)  | 38%                | (51)  | 18%                  | (24)  | 135     |
| Employ: Retired                   | 8%             | (41)  | 32%                | (156) | 38%                | (185) | 22%                  | (109) | 492     |
| Employ: Unemployed                | 18%            | (57)  | 35%                | (113) | 30%                | (96)  | 18%                  | (58)  | 323     |
| Employ: Other                     | 19%            | (27)  | 31%                | (43)  | 29%                | (40)  | 21%                  | (30)  | 140     |
| Military HH: Yes                  | 13%            | (43)  | 32%                | (109) | 37%                | (127) | 18%                  | (63)  | 343     |
| Military HH: No                   | 15%            | (282) | 33%                | (616) | 33%                | (620) | 18%                  | (340) | 1857    |
| RD/WT: Right Direction            | 19%            | (109) | 31%                | (180) | 29%                | (171) | 21%                  | (123) | 583     |
| RD/WT: Wrong Track                | 13%            | (216) | 34%                | (546) | 36%                | (576) | 17%                  | (279) | 1617    |
| Trump Job Approve                 | 15%            | (125) | 31%                | (263) | 34%                | (287) | 20%                  | (170) | 845     |
| Trump Job Disapprove              | 15%            | (188) | 35%                | (438) | 35%                | (444) | 15%                  | (196) | 1268    |
| Trump Job Strongly Approve        | 17%            | (81)  | 31%                | (143) | 30%                | (137) | 22%                  | (102) | 464     |
| Trump Job Somewhat Approve        | 12%            | (44)  | 31%                | (119) | 39%                | (150) | 18%                  | (68)  | 381     |
| Trump Job Somewhat Disapprove     | 11%            | (26)  | 33%                | (75)  | 41%                | (95)  | 15%                  | (35)  | 230     |
| Trump Job Strongly Disapprove     | 16%            | (163) | 35%                | (364) | 34%                | (349) | 16%                  | (162) | 1037    |

Continued on next page

**Table CMS8\_15: To what extent is it important to you that the products and/or services you purchase...  
Make me feel connected to others or a community**

| Demographic                          | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                               | 15%            | (325) | 33%                | (726) | 34%                | (747) | 18%                  | (402) | 2200    |
| Favorable of Trump                   | 16%            | (127) | 31%                | (248) | 34%                | (281) | 19%                  | (159) | 814     |
| Unfavorable of Trump                 | 15%            | (187) | 35%                | (447) | 35%                | (446) | 15%                  | (198) | 1278    |
| Very Favorable of Trump              | 19%            | (86)  | 28%                | (131) | 31%                | (146) | 22%                  | (101) | 465     |
| Somewhat Favorable of Trump          | 12%            | (40)  | 33%                | (117) | 38%                | (134) | 17%                  | (58)  | 349     |
| Somewhat Unfavorable of Trump        | 8%             | (17)  | 31%                | (65)  | 45%                | (93)  | 15%                  | (31)  | 205     |
| Very Unfavorable of Trump            | 16%            | (171) | 36%                | (383) | 33%                | (352) | 16%                  | (167) | 1072    |
| #1 Issue: Economy                    | 14%            | (104) | 34%                | (243) | 37%                | (268) | 15%                  | (107) | 722     |
| #1 Issue: Security                   | 12%            | (31)  | 30%                | (80)  | 35%                | (93)  | 23%                  | (60)  | 263     |
| #1 Issue: Health Care                | 16%            | (66)  | 34%                | (146) | 32%                | (136) | 18%                  | (78)  | 427     |
| #1 Issue: Medicare / Social Security | 14%            | (39)  | 35%                | (99)  | 31%                | (87)  | 20%                  | (57)  | 282     |
| #1 Issue: Women's Issues             | 25%            | (27)  | 26%                | (29)  | 36%                | (40)  | 13%                  | (15)  | 111     |
| #1 Issue: Education                  | 14%            | (18)  | 35%                | (46)  | 26%                | (35)  | 26%                  | (34)  | 132     |
| #1 Issue: Energy                     | 11%            | (10)  | 40%                | (35)  | 28%                | (24)  | 22%                  | (19)  | 88      |
| #1 Issue: Other                      | 17%            | (30)  | 27%                | (48)  | 36%                | (64)  | 19%                  | (33)  | 175     |
| 2018 House Vote: Democrat            | 15%            | (115) | 38%                | (286) | 33%                | (247) | 15%                  | (113) | 760     |
| 2018 House Vote: Republican          | 14%            | (87)  | 28%                | (175) | 36%                | (222) | 21%                  | (132) | 616     |
| 2018 House Vote: Someone else        | 11%            | (8)   | 30%                | (21)  | 38%                | (27)  | 21%                  | (14)  | 70      |
| 2016 Vote: Hillary Clinton           | 15%            | (103) | 37%                | (256) | 33%                | (224) | 15%                  | (106) | 689     |
| 2016 Vote: Donald Trump              | 14%            | (93)  | 29%                | (193) | 36%                | (234) | 21%                  | (138) | 658     |
| 2016 Vote: Other                     | 8%             | (12)  | 34%                | (54)  | 41%                | (64)  | 17%                  | (27)  | 157     |
| 2016 Vote: Didn't Vote               | 17%            | (116) | 32%                | (223) | 32%                | (225) | 19%                  | (131) | 696     |
| Voted in 2014: Yes                   | 14%            | (174) | 33%                | (411) | 36%                | (446) | 18%                  | (224) | 1255    |
| Voted in 2014: No                    | 16%            | (151) | 33%                | (315) | 32%                | (301) | 19%                  | (178) | 945     |
| 2012 Vote: Barack Obama              | 15%            | (121) | 33%                | (257) | 37%                | (289) | 15%                  | (118) | 785     |
| 2012 Vote: Mitt Romney               | 12%            | (59)  | 29%                | (144) | 37%                | (183) | 22%                  | (110) | 496     |
| 2012 Vote: Other                     | 11%            | (9)   | 34%                | (29)  | 32%                | (27)  | 23%                  | (19)  | 83      |
| 2012 Vote: Didn't Vote               | 16%            | (132) | 36%                | (296) | 30%                | (248) | 19%                  | (155) | 831     |

Continued on next page

**Table CMS8\_15:** To what extent is it important to you that the products and/or services you purchase...  
 Make me feel connected to others or a community

| Demographic                           | Very important |       | Somewhat important |       | Not very important |       | Not important at all |       | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|---------|
| Adults                                | 15%            | (325) | 33%                | (726) | 34%                | (747) | 18%                  | (402) | 2200    |
| 4-Region: Northeast                   | 15%            | (57)  | 35%                | (137) | 34%                | (135) | 16%                  | (64)  | 394     |
| 4-Region: Midwest                     | 12%            | (54)  | 33%                | (153) | 34%                | (158) | 21%                  | (98)  | 462     |
| 4-Region: South                       | 17%            | (143) | 33%                | (268) | 33%                | (274) | 17%                  | (138) | 824     |
| 4-Region: West                        | 14%            | (71)  | 32%                | (167) | 35%                | (180) | 20%                  | (103) | 520     |
| Frequent Flyer                        | 18%            | (49)  | 31%                | (86)  | 34%                | (93)  | 17%                  | (45)  | 273     |
| International Travel                  | 20%            | (85)  | 34%                | (145) | 32%                | (136) | 13%                  | (54)  | 420     |
| Sports fans                           | 16%            | (233) | 35%                | (517) | 34%                | (490) | 15%                  | (217) | 1457    |
| Heard a lot/some about new H1N1       | 19%            | (187) | 38%                | (383) | 30%                | (297) | 13%                  | (130) | 997     |
| Heard not much/nothing about new H1N1 | 11%            | (138) | 29%                | (343) | 37%                | (450) | 23%                  | (273) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS9: Now on a different topic...How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?**

| Demographic              | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|--------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                   | 58% (1273)  | 27% (602)       | 4% (96)           | 3% (63)       | 8% (165)                | 2200    |
| Gender: Male             | 56% (595)   | 27% (281)       | 5% (58)           | 4% (45)       | 8% (82)                 | 1062    |
| Gender: Female           | 60% (678)   | 28% (321)       | 3% (38)           | 2% (18)       | 7% (83)                 | 1138    |
| Age: 18-34               | 58% (378)   | 27% (176)       | 5% (31)           | 2% (10)       | 9% (59)                 | 655     |
| Age: 35-44               | 54% (192)   | 28% (99)        | 5% (18)           | 5% (17)       | 9% (31)                 | 358     |
| Age: 45-64               | 57% (426)   | 28% (212)       | 5% (34)           | 4% (28)       | 7% (51)                 | 751     |
| Age: 65+                 | 63% (277)   | 26% (115)       | 3% (13)           | 2% (8)        | 5% (24)                 | 436     |
| GenZers: 1997-2012       | 57% (193)   | 26% (87)        | 6% (19)           | 1% (2)        | 11% (38)                | 340     |
| Millennials: 1981-1996   | 55% (268)   | 30% (147)       | 5% (22)           | 3% (15)       | 8% (39)                 | 492     |
| GenXers: 1965-1980       | 57% (308)   | 28% (148)       | 4% (22)           | 4% (22)       | 7% (37)                 | 539     |
| Baby Boomers: 1946-1964  | 61% (458)   | 26% (198)       | 4% (29)           | 3% (22)       | 6% (45)                 | 752     |
| PID: Dem (no lean)       | 68% (563)   | 23% (193)       | 3% (24)           | — (4)         | 5% (39)                 | 823     |
| PID: Ind (no lean)       | 55% (399)   | 27% (195)       | 5% (34)           | 3% (23)       | 9% (68)                 | 720     |
| PID: Rep (no lean)       | 47% (311)   | 33% (214)       | 6% (38)           | 6% (37)       | 9% (58)                 | 657     |
| PID/Gender: Dem Men      | 67% (241)   | 25% (91)        | 3% (9)            | 1% (3)        | 4% (15)                 | 360     |
| PID/Gender: Dem Women    | 70% (321)   | 22% (102)       | 3% (15)           | — (1)         | 5% (24)                 | 462     |
| PID/Gender: Ind Men      | 55% (198)   | 24% (85)        | 6% (21)           | 4% (15)       | 12% (42)                | 362     |
| PID/Gender: Ind Women    | 56% (201)   | 31% (110)       | 4% (13)           | 2% (8)        | 7% (26)                 | 358     |
| PID/Gender: Rep Men      | 46% (156)   | 31% (105)       | 8% (27)           | 8% (26)       | 7% (24)                 | 339     |
| PID/Gender: Rep Women    | 49% (155)   | 34% (109)       | 3% (10)           | 3% (10)       | 10% (33)                | 318     |
| Ideo: Liberal (1-3)      | 73% (469)   | 20% (128)       | 3% (19)           | 1% (6)        | 3% (22)                 | 644     |
| Ideo: Moderate (4)       | 59% (339)   | 27% (157)       | 5% (27)           | 3% (16)       | 6% (33)                 | 572     |
| Ideo: Conservative (5-7) | 47% (337)   | 36% (260)       | 6% (40)           | 5% (38)       | 7% (49)                 | 724     |
| Educ: < College          | 55% (838)   | 28% (429)       | 4% (58)           | 3% (49)       | 9% (138)                | 1512    |
| Educ: Bachelors degree   | 63% (280)   | 26% (116)       | 5% (23)           | 2% (9)        | 3% (15)                 | 444     |
| Educ: Post-grad          | 63% (155)   | 23% (57)        | 6% (15)           | 2% (5)        | 5% (12)                 | 244     |
| Income: Under 50k        | 55% (653)   | 28% (332)       | 4% (42)           | 3% (32)       | 11% (129)               | 1189    |
| Income: 50k-100k         | 61% (403)   | 26% (173)       | 6% (39)           | 3% (22)       | 4% (26)                 | 662     |
| Income: 100k+            | 62% (217)   | 28% (97)        | 4% (15)           | 2% (9)        | 3% (11)                 | 349     |
| Ethnicity: White         | 58% (1006)  | 27% (468)       | 5% (78)           | 3% (56)       | 7% (113)                | 1722    |
| Ethnicity: Hispanic      | 59% (206)   | 25% (87)        | 5% (17)           | 3% (9)        | 9% (30)                 | 349     |

Continued on next page

**Table CMS9:** Now on a different topic...How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?

| Demographic                       | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|-----------------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                            | 58% (1273)  | 27% (602)       | 4% (96)           | 3% (63)       | 8% (165)                | 2200    |
| Ethnicity: Afr. Am.               | 53% (146)   | 32% (87)        | 2% (7)            | 1% (2)        | 12% (33)                | 274     |
| Ethnicity: Other                  | 59% (121)   | 23% (47)        | 6% (11)           | 3% (6)        | 9% (19)                 | 204     |
| All Christian                     | 55% (571)   | 30% (311)       | 5% (56)           | 3% (33)       | 6% (57)                 | 1029    |
| All Non-Christian                 | 66% (80)    | 23% (28)        | 3% (4)            | 2% (2)        | 7% (9)                  | 122     |
| Atheist                           | 76% (101)   | 19% (26)        | 1% (2)            | 3% (3)        | 1% (1)                  | 133     |
| Agnostic/Nothing in particular    | 58% (306)   | 25% (131)       | 4% (19)           | 2% (10)       | 11% (60)                | 526     |
| Something Else                    | 55% (216)   | 27% (106)       | 4% (16)           | 4% (15)       | 10% (38)                | 391     |
| Religious Non-Protestant/Catholic | 64% (100)   | 24% (37)        | 3% (5)            | 4% (6)        | 5% (9)                  | 156     |
| Evangelical                       | 54% (301)   | 29% (161)       | 4% (20)           | 4% (22)       | 10% (56)                | 560     |
| Non-Evangelical                   | 57% (458)   | 30% (239)       | 6% (50)           | 3% (22)       | 5% (40)                 | 809     |
| Community: Urban                  | 59% (353)   | 24% (143)       | 4% (23)           | 3% (16)       | 10% (60)                | 594     |
| Community: Suburban               | 59% (619)   | 28% (297)       | 5% (50)           | 3% (27)       | 5% (51)                 | 1045    |
| Community: Rural                  | 54% (301)   | 29% (162)       | 4% (23)           | 4% (21)       | 10% (54)                | 560     |
| Employ: Private Sector            | 56% (343)   | 29% (180)       | 6% (37)           | 3% (17)       | 6% (35)                 | 613     |
| Employ: Government                | 55% (86)    | 30% (46)        | 3% (5)            | 5% (8)        | 6% (9)                  | 154     |
| Employ: Self-Employed             | 58% (103)   | 19% (34)        | 6% (11)           | 4% (7)        | 12% (22)                | 177     |
| Employ: Homemaker                 | 58% (78)    | 28% (38)        | 5% (7)            | 4% (5)        | 5% (7)                  | 135     |
| Employ: Retired                   | 63% (312)   | 26% (128)       | 4% (17)           | 2% (9)        | 5% (26)                 | 492     |
| Employ: Unemployed                | 56% (180)   | 29% (94)        | 2% (6)            | 3% (8)        | 11% (36)                | 323     |
| Employ: Other                     | 51% (71)    | 31% (43)        | 2% (3)            | 5% (7)        | 11% (16)                | 140     |
| Military HH: Yes                  | 61% (209)   | 25% (85)        | 3% (11)           | 4% (13)       | 7% (25)                 | 343     |
| Military HH: No                   | 57% (1065)  | 28% (517)       | 5% (85)           | 3% (50)       | 8% (140)                | 1857    |
| RD/WT: Right Direction            | 39% (229)   | 34% (198)       | 8% (47)           | 7% (43)       | 11% (65)                | 583     |
| RD/WT: Wrong Track                | 65% (1044)  | 25% (404)       | 3% (49)           | 1% (20)       | 6% (100)                | 1617    |
| Trump Job Approve                 | 43% (363)   | 36% (300)       | 6% (54)           | 6% (51)       | 9% (77)                 | 845     |
| Trump Job Disapprove              | 70% (887)   | 23% (287)       | 3% (39)           | 1% (12)       | 3% (43)                 | 1268    |
| Trump Job Strongly Approve        | 41% (192)   | 32% (150)       | 6% (28)           | 9% (40)       | 12% (54)                | 464     |
| Trump Job Somewhat Approve        | 45% (171)   | 39% (150)       | 7% (25)           | 3% (11)       | 6% (23)                 | 381     |
| Trump Job Somewhat Disapprove     | 55% (127)   | 32% (75)        | 6% (15)           | 2% (5)        | 4% (9)                  | 230     |
| Trump Job Strongly Disapprove     | 73% (760)   | 21% (213)       | 2% (24)           | 1% (6)        | 3% (34)                 | 1037    |

Continued on next page

**Table CMS9: Now on a different topic...How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?**

| Demographic                          | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|--------------------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                               | 58% (1273)  | 27% (602)       | 4% (96)           | 3% (63)       | 8% (165)                | 2200    |
| Favorable of Trump                   | 43% (352)   | 36% (291)       | 6% (50)           | 6% (53)       | 8% (69)                 | 814     |
| Unfavorable of Trump                 | 70% (890)   | 23% (288)       | 3% (35)           | 1% (9)        | 4% (55)                 | 1278    |
| Very Favorable of Trump              | 40% (186)   | 34% (158)       | 6% (29)           | 9% (42)       | 11% (51)                | 465     |
| Somewhat Favorable of Trump          | 48% (166)   | 38% (133)       | 6% (21)           | 3% (11)       | 5% (18)                 | 349     |
| Somewhat Unfavorable of Trump        | 52% (107)   | 37% (76)        | 4% (9)            | 2% (5)        | 4% (9)                  | 205     |
| Very Unfavorable of Trump            | 73% (783)   | 20% (212)       | 2% (26)           | — (5)         | 4% (47)                 | 1072    |
| #1 Issue: Economy                    | 55% (394)   | 32% (228)       | 5% (39)           | 3% (20)       | 6% (41)                 | 722     |
| #1 Issue: Security                   | 44% (116)   | 32% (86)        | 6% (15)           | 5% (14)       | 12% (32)                | 263     |
| #1 Issue: Health Care                | 68% (292)   | 22% (92)        | 3% (13)           | 1% (6)        | 5% (23)                 | 427     |
| #1 Issue: Medicare / Social Security | 59% (167)   | 29% (83)        | 2% (6)            | 2% (6)        | 7% (19)                 | 282     |
| #1 Issue: Women's Issues             | 62% (69)    | 25% (28)        | 5% (5)            | 4% (4)        | 5% (5)                  | 111     |
| #1 Issue: Education                  | 48% (64)    | 25% (33)        | 6% (8)            | 2% (3)        | 19% (25)                | 132     |
| #1 Issue: Energy                     | 69% (61)    | 22% (19)        | 2% (2)            | 3% (3)        | 3% (3)                  | 88      |
| #1 Issue: Other                      | 63% (110)   | 19% (33)        | 4% (8)            | 4% (7)        | 10% (17)                | 175     |
| 2018 House Vote: Democrat            | 72% (544)   | 21% (156)       | 2% (18)           | 1% (7)        | 5% (34)                 | 760     |
| 2018 House Vote: Republican          | 46% (284)   | 34% (207)       | 7% (42)           | 6% (38)       | 7% (45)                 | 616     |
| 2018 House Vote: Someone else        | 57% (40)    | 25% (18)        | 4% (3)            | 4% (3)        | 9% (7)                  | 70      |
| 2016 Vote: Hillary Clinton           | 72% (496)   | 21% (146)       | 2% (13)           | — (1)         | 5% (33)                 | 689     |
| 2016 Vote: Donald Trump              | 46% (300)   | 34% (224)       | 7% (46)           | 7% (45)       | 7% (43)                 | 658     |
| 2016 Vote: Other                     | 66% (103)   | 21% (32)        | 5% (7)            | 3% (5)        | 5% (8)                  | 157     |
| 2016 Vote: Didn't Vote               | 54% (373)   | 29% (200)       | 4% (30)           | 2% (12)       | 12% (81)                | 696     |
| Voted in 2014: Yes                   | 60% (758)   | 26% (332)       | 5% (57)           | 3% (43)       | 5% (65)                 | 1255    |
| Voted in 2014: No                    | 55% (515)   | 29% (270)       | 4% (39)           | 2% (20)       | 11% (101)               | 945     |
| 2012 Vote: Barack Obama              | 69% (539)   | 23% (178)       | 3% (22)           | 2% (16)       | 4% (31)                 | 785     |
| 2012 Vote: Mitt Romney               | 49% (244)   | 33% (166)       | 6% (31)           | 4% (20)       | 7% (36)                 | 496     |
| 2012 Vote: Other                     | 52% (43)    | 36% (30)        | 2% (2)            | 6% (5)        | 3% (3)                  | 83      |
| 2012 Vote: Didn't Vote               | 53% (443)   | 27% (228)       | 5% (41)           | 3% (22)       | 12% (96)                | 831     |

Continued on next page



**Table CMS9:** Now on a different topic...How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?

| Demographic                           | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|---------------------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                                | 58% (1273)  | 27% (602)       | 4% (96)           | 3% (63)       | 8% (165)                | 2200    |
| 4-Region: Northeast                   | 56% (219)   | 31% (120)       | 3% (13)           | 4% (15)       | 7% (26)                 | 394     |
| 4-Region: Midwest                     | 59% (271)   | 29% (133)       | 4% (19)           | 2% (9)        | 7% (31)                 | 462     |
| 4-Region: South                       | 54% (447)   | 28% (229)       | 5% (43)           | 4% (32)       | 9% (73)                 | 824     |
| 4-Region: West                        | 64% (335)   | 23% (120)       | 4% (21)           | 2% (8)        | 7% (35)                 | 520     |
| Frequent Flyer                        | 59% (161)   | 25% (68)        | 8% (22)           | 4% (12)       | 4% (10)                 | 273     |
| International Travel                  | 57% (238)   | 29% (122)       | 6% (27)           | 2% (10)       | 6% (24)                 | 420     |
| Sports fans                           | 57% (832)   | 29% (422)       | 5% (70)           | 3% (44)       | 6% (90)                 | 1457    |
| Heard a lot/some about new H1N1       | 64% (636)   | 26% (258)       | 4% (44)           | 3% (27)       | 3% (32)                 | 997     |
| Heard not much/nothing about new H1N1 | 53% (637)   | 29% (344)       | 4% (52)           | 3% (36)       | 11% (134)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS10:** *And how concerned are you about a second wave of cases of the coronavirus in the United States in the next year?*

| Demographic              | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|--------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                   | 54%            | (1197) | 27%                | (589) | 9%                 | (201) | 6%                   | (130) | 4%                      | (84) | 2200    |
| Gender: Male             | 50%            | (529)  | 29%                | (305) | 11%                | (115) | 8%                   | (81)  | 3%                      | (32) | 1062    |
| Gender: Female           | 59%            | (667)  | 25%                | (284) | 8%                 | (86)  | 4%                   | (49)  | 5%                      | (52) | 1138    |
| Age: 18-34               | 58%            | (379)  | 22%                | (141) | 11%                | (71)  | 4%                   | (27)  | 6%                      | (38) | 655     |
| Age: 35-44               | 48%            | (170)  | 31%                | (109) | 8%                 | (29)  | 10%                  | (34)  | 4%                      | (14) | 358     |
| Age: 45-64               | 53%            | (397)  | 29%                | (220) | 8%                 | (60)  | 7%                   | (51)  | 3%                      | (22) | 751     |
| Age: 65+                 | 57%            | (250)  | 27%                | (119) | 10%                | (42)  | 4%                   | (17)  | 2%                      | (9)  | 436     |
| GenZers: 1997-2012       | 55%            | (188)  | 23%                | (77)  | 12%                | (41)  | 4%                   | (13)  | 6%                      | (20) | 340     |
| Millennials: 1981-1996   | 54%            | (268)  | 25%                | (121) | 9%                 | (44)  | 6%                   | (32)  | 6%                      | (28) | 492     |
| GenXers: 1965-1980       | 54%            | (289)  | 29%                | (157) | 7%                 | (37)  | 7%                   | (40)  | 3%                      | (16) | 539     |
| Baby Boomers: 1946-1964  | 54%            | (407)  | 28%                | (212) | 10%                | (74)  | 5%                   | (40)  | 3%                      | (19) | 752     |
| PID: Dem (no lean)       | 71%            | (582)  | 21%                | (176) | 4%                 | (36)  | 1%                   | (10)  | 2%                      | (20) | 823     |
| PID: Ind (no lean)       | 49%            | (351)  | 28%                | (205) | 12%                | (87)  | 6%                   | (40)  | 5%                      | (37) | 720     |
| PID: Rep (no lean)       | 40%            | (263)  | 32%                | (208) | 12%                | (79)  | 12%                  | (80)  | 4%                      | (27) | 657     |
| PID/Gender: Dem Men      | 67%            | (241)  | 25%                | (92)  | 6%                 | (21)  | 1%                   | (4)   | 1%                      | (4)  | 360     |
| PID/Gender: Dem Women    | 74%            | (341)  | 18%                | (84)  | 3%                 | (15)  | 1%                   | (6)   | 3%                      | (16) | 462     |
| PID/Gender: Ind Men      | 44%            | (159)  | 29%                | (106) | 14%                | (52)  | 7%                   | (25)  | 6%                      | (21) | 362     |
| PID/Gender: Ind Women    | 54%            | (192)  | 28%                | (99)  | 10%                | (35)  | 4%                   | (15)  | 5%                      | (16) | 358     |
| PID/Gender: Rep Men      | 38%            | (129)  | 32%                | (108) | 13%                | (43)  | 15%                  | (52)  | 2%                      | (7)  | 339     |
| PID/Gender: Rep Women    | 42%            | (134)  | 32%                | (101) | 11%                | (36)  | 9%                   | (27)  | 6%                      | (20) | 318     |
| Ideo: Liberal (1-3)      | 73%            | (470)  | 20%                | (126) | 5%                 | (29)  | 2%                   | (11)  | 1%                      | (8)  | 644     |
| Ideo: Moderate (4)       | 53%            | (303)  | 30%                | (172) | 9%                 | (52)  | 5%                   | (30)  | 3%                      | (14) | 572     |
| Ideo: Conservative (5-7) | 40%            | (288)  | 34%                | (243) | 13%                | (96)  | 11%                  | (77)  | 3%                      | (20) | 724     |
| Educ: < College          | 53%            | (799)  | 27%                | (404) | 9%                 | (139) | 6%                   | (96)  | 5%                      | (74) | 1512    |
| Educ: Bachelors degree   | 56%            | (250)  | 29%                | (128) | 9%                 | (41)  | 4%                   | (19)  | 1%                      | (6)  | 444     |
| Educ: Post-grad          | 61%            | (148)  | 23%                | (57)  | 9%                 | (21)  | 6%                   | (14)  | 2%                      | (4)  | 244     |
| Income: Under 50k        | 54%            | (642)  | 25%                | (303) | 8%                 | (98)  | 6%                   | (77)  | 6%                      | (68) | 1189    |
| Income: 50k-100k         | 54%            | (359)  | 29%                | (194) | 10%                | (69)  | 5%                   | (31)  | 1%                      | (9)  | 662     |
| Income: 100k+            | 56%            | (196)  | 26%                | (92)  | 10%                | (34)  | 6%                   | (22)  | 2%                      | (6)  | 349     |
| Ethnicity: White         | 52%            | (899)  | 28%                | (483) | 9%                 | (161) | 7%                   | (118) | 3%                      | (60) | 1722    |
| Ethnicity: Hispanic      | 59%            | (206)  | 24%                | (84)  | 9%                 | (31)  | 5%                   | (16)  | 3%                      | (12) | 349     |
| Ethnicity: Afr. Am.      | 65%            | (179)  | 22%                | (60)  | 7%                 | (18)  | 1%                   | (4)   | 5%                      | (14) | 274     |

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**Table CMS10:** *And how concerned are you about a second wave of cases of the coronavirus in the United States in the next year?*

| Demographic                       | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|-----------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
|                                   | %              | (N)    | %                  | (N)   | %                  | (N)   | %                    | (N)   | %                       | (N)  |         |
| Adults                            | 54%            | (1197) | 27%                | (589) | 9%                 | (201) | 6%                   | (130) | 4%                      | (84) | 2200    |
| Ethnicity: Other                  | 58%            | (119)  | 23%                | (46)  | 11%                | (22)  | 4%                   | (8)   | 5%                      | (10) | 204     |
| All Christian                     | 52%            | (536)  | 31%                | (320) | 9%                 | (90)  | 5%                   | (53)  | 3%                      | (29) | 1029    |
| All Non-Christian                 | 66%            | (80)   | 23%                | (27)  | 7%                 | (8)   | 2%                   | (2)   | 3%                      | (3)  | 122     |
| Atheist                           | 56%            | (75)   | 28%                | (37)  | 10%                | (13)  | 6%                   | (7)   | 1%                      | (1)  | 133     |
| Agnostic/Nothing in particular    | 56%            | (292)  | 24%                | (124) | 9%                 | (50)  | 5%                   | (29)  | 6%                      | (31) | 526     |
| Something Else                    | 54%            | (213)  | 21%                | (80)  | 10%                | (40)  | 10%                  | (38)  | 5%                      | (20) | 391     |
| Religious Non-Protestant/Catholic | 66%            | (103)  | 23%                | (36)  | 6%                 | (10)  | 3%                   | (5)   | 2%                      | (3)  | 156     |
| Evangelical                       | 51%            | (283)  | 27%                | (154) | 9%                 | (50)  | 9%                   | (50)  | 4%                      | (24) | 560     |
| Non-Evangelical                   | 53%            | (432)  | 29%                | (234) | 10%                | (79)  | 5%                   | (39)  | 3%                      | (25) | 809     |
| Community: Urban                  | 61%            | (364)  | 24%                | (142) | 7%                 | (43)  | 4%                   | (24)  | 4%                      | (21) | 594     |
| Community: Suburban               | 52%            | (546)  | 31%                | (321) | 8%                 | (88)  | 6%                   | (62)  | 3%                      | (28) | 1045    |
| Community: Rural                  | 51%            | (287)  | 22%                | (126) | 12%                | (70)  | 8%                   | (44)  | 6%                      | (34) | 560     |
| Employ: Private Sector            | 50%            | (304)  | 33%                | (199) | 10%                | (63)  | 5%                   | (32)  | 2%                      | (15) | 613     |
| Employ: Government                | 60%            | (93)   | 22%                | (34)  | 8%                 | (12)  | 6%                   | (9)   | 4%                      | (6)  | 154     |
| Employ: Self-Employed             | 54%            | (95)   | 22%                | (38)  | 7%                 | (13)  | 10%                  | (18)  | 7%                      | (12) | 177     |
| Employ: Homemaker                 | 61%            | (82)   | 19%                | (25)  | 10%                | (13)  | 8%                   | (11)  | 3%                      | (3)  | 135     |
| Employ: Retired                   | 56%            | (276)  | 27%                | (134) | 9%                 | (47)  | 5%                   | (26)  | 2%                      | (9)  | 492     |
| Employ: Unemployed                | 56%            | (180)  | 26%                | (84)  | 7%                 | (22)  | 5%                   | (17)  | 6%                      | (20) | 323     |
| Employ: Other                     | 56%            | (78)   | 19%                | (27)  | 7%                 | (9)   | 10%                  | (15)  | 8%                      | (11) | 140     |
| Military HH: Yes                  | 54%            | (185)  | 26%                | (89)  | 10%                | (33)  | 7%                   | (25)  | 3%                      | (9)  | 343     |
| Military HH: No                   | 54%            | (1011) | 27%                | (499) | 9%                 | (168) | 6%                   | (104) | 4%                      | (74) | 1857    |
| RD/WT: Right Direction            | 35%            | (204)  | 34%                | (197) | 13%                | (75)  | 13%                  | (77)  | 5%                      | (30) | 583     |
| RD/WT: Wrong Track                | 61%            | (993)  | 24%                | (392) | 8%                 | (126) | 3%                   | (53)  | 3%                      | (54) | 1617    |
| Trump Job Approve                 | 37%            | (314)  | 34%                | (284) | 14%                | (117) | 12%                  | (101) | 3%                      | (29) | 845     |
| Trump Job Disapprove              | 67%            | (853)  | 23%                | (288) | 6%                 | (75)  | 2%                   | (25)  | 2%                      | (26) | 1268    |
| Trump Job Strongly Approve        | 36%            | (166)  | 28%                | (131) | 14%                | (67)  | 18%                  | (82)  | 4%                      | (17) | 464     |
| Trump Job Somewhat Approve        | 39%            | (148)  | 40%                | (153) | 13%                | (50)  | 5%                   | (19)  | 3%                      | (12) | 381     |
| Trump Job Somewhat Disapprove     | 53%            | (123)  | 31%                | (71)  | 11%                | (25)  | 3%                   | (7)   | 2%                      | (4)  | 230     |
| Trump Job Strongly Disapprove     | 70%            | (730)  | 21%                | (217) | 5%                 | (50)  | 2%                   | (18)  | 2%                      | (22) | 1037    |
| Favorable of Trump                | 37%            | (302)  | 33%                | (269) | 14%                | (113) | 13%                  | (106) | 3%                      | (25) | 814     |
| Unfavorable of Trump              | 67%            | (861)  | 23%                | (300) | 6%                 | (71)  | 2%                   | (21)  | 2%                      | (25) | 1278    |

Continued on next page

**Table CMS10:** *And how concerned are you about a second wave of cases of the coronavirus in the United States in the next year?*

| Demographic                          | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|--------------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                               | 54%            | (1197) | 27%                | (589) | 9%                 | (201) | 6%                   | (130) | 4%                      | (84) | 2200    |
| Very Favorable of Trump              | 34%            | (159)  | 30%                | (139) | 14%                | (64)  | 19%                  | (88)  | 3%                      | (15) | 465     |
| Somewhat Favorable of Trump          | 41%            | (143)  | 37%                | (130) | 14%                | (49)  | 5%                   | (18)  | 3%                      | (10) | 349     |
| Somewhat Unfavorable of Trump        | 48%            | (99)   | 37%                | (77)  | 11%                | (22)  | 3%                   | (6)   | 1%                      | (1)  | 205     |
| Very Unfavorable of Trump            | 71%            | (762)  | 21%                | (224) | 5%                 | (48)  | 1%                   | (15)  | 2%                      | (24) | 1072    |
| #1 Issue: Economy                    | 52%            | (378)  | 27%                | (198) | 11%                | (82)  | 7%                   | (50)  | 2%                      | (13) | 722     |
| #1 Issue: Security                   | 40%            | (105)  | 29%                | (77)  | 13%                | (35)  | 12%                  | (33)  | 5%                      | (14) | 263     |
| #1 Issue: Health Care                | 64%            | (271)  | 28%                | (119) | 5%                 | (20)  | 1%                   | (5)   | 3%                      | (11) | 427     |
| #1 Issue: Medicare / Social Security | 56%            | (159)  | 29%                | (81)  | 7%                 | (19)  | 5%                   | (14)  | 3%                      | (9)  | 282     |
| #1 Issue: Women's Issues             | 55%            | (61)   | 25%                | (27)  | 11%                | (13)  | 5%                   | (5)   | 4%                      | (4)  | 111     |
| #1 Issue: Education                  | 42%            | (55)   | 26%                | (35)  | 11%                | (14)  | 5%                   | (6)   | 16%                     | (22) | 132     |
| #1 Issue: Energy                     | 62%            | (55)   | 26%                | (23)  | 4%                 | (4)   | 6%                   | (5)   | 2%                      | (2)  | 88      |
| #1 Issue: Other                      | 64%            | (112)  | 16%                | (28)  | 8%                 | (15)  | 7%                   | (12)  | 5%                      | (8)  | 175     |
| 2018 House Vote: Democrat            | 72%            | (549)  | 20%                | (152) | 4%                 | (28)  | 1%                   | (7)   | 3%                      | (23) | 760     |
| 2018 House Vote: Republican          | 39%            | (240)  | 34%                | (209) | 13%                | (81)  | 12%                  | (76)  | 2%                      | (10) | 616     |
| 2018 House Vote: Someone else        | 48%            | (34)   | 32%                | (22)  | 7%                 | (5)   | 7%                   | (5)   | 6%                      | (4)  | 70      |
| 2016 Vote: Hillary Clinton           | 73%            | (500)  | 20%                | (140) | 4%                 | (26)  | 1%                   | (4)   | 3%                      | (19) | 689     |
| 2016 Vote: Donald Trump              | 38%            | (251)  | 35%                | (231) | 13%                | (83)  | 12%                  | (80)  | 2%                      | (12) | 658     |
| 2016 Vote: Other                     | 55%            | (86)   | 25%                | (40)  | 11%                | (17)  | 5%                   | (8)   | 4%                      | (7)  | 157     |
| 2016 Vote: Didn't Vote               | 51%            | (358)  | 26%                | (178) | 11%                | (76)  | 5%                   | (37)  | 7%                      | (46) | 696     |
| Voted in 2014: Yes                   | 56%            | (702)  | 28%                | (349) | 8%                 | (97)  | 6%                   | (81)  | 2%                      | (27) | 1255    |
| Voted in 2014: No                    | 52%            | (495)  | 25%                | (240) | 11%                | (104) | 5%                   | (49)  | 6%                      | (57) | 945     |
| 2012 Vote: Barack Obama              | 66%            | (516)  | 24%                | (190) | 5%                 | (43)  | 3%                   | (23)  | 2%                      | (13) | 785     |
| 2012 Vote: Mitt Romney               | 42%            | (206)  | 33%                | (164) | 12%                | (58)  | 11%                  | (56)  | 2%                      | (12) | 496     |
| 2012 Vote: Other                     | 44%            | (36)   | 31%                | (25)  | 15%                | (12)  | 9%                   | (8)   | 2%                      | (1)  | 83      |
| 2012 Vote: Didn't Vote               | 52%            | (435)  | 25%                | (208) | 11%                | (88)  | 5%                   | (43)  | 7%                      | (57) | 831     |
| 4-Region: Northeast                  | 56%            | (221)  | 26%                | (104) | 11%                | (42)  | 5%                   | (18)  | 2%                      | (8)  | 394     |
| 4-Region: Midwest                    | 52%            | (242)  | 30%                | (138) | 8%                 | (38)  | 7%                   | (30)  | 3%                      | (13) | 462     |
| 4-Region: South                      | 52%            | (429)  | 26%                | (217) | 9%                 | (76)  | 7%                   | (60)  | 5%                      | (42) | 824     |
| 4-Region: West                       | 58%            | (303)  | 25%                | (130) | 9%                 | (45)  | 4%                   | (21)  | 4%                      | (20) | 520     |
| Frequent Flyer                       | 56%            | (153)  | 25%                | (67)  | 10%                | (28)  | 6%                   | (17)  | 3%                      | (8)  | 273     |
| International Travel                 | 59%            | (247)  | 26%                | (108) | 11%                | (45)  | 3%                   | (11)  | 2%                      | (9)  | 420     |

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**Table CMS10:** *And how concerned are you about a second wave of cases of the coronavirus in the United States in the next year?*

| <b>Demographic</b>                    | <b>Very concerned</b> |        | <b>Somewhat concerned</b> |       | <b>Not very concerned</b> |       | <b>Not concerned at all</b> |       | <b>Don't know / No opinion</b> |      | <b>Total N</b> |
|---------------------------------------|-----------------------|--------|---------------------------|-------|---------------------------|-------|-----------------------------|-------|--------------------------------|------|----------------|
| Adults                                | 54%                   | (1197) | 27%                       | (589) | 9%                        | (201) | 6%                          | (130) | 4%                             | (84) | 2200           |
| Sports fans                           | 54%                   | (790)  | 29%                       | (416) | 9%                        | (137) | 5%                          | (79)  | 3%                             | (37) | 1457           |
| Heard a lot/some about new H1N1       | 62%                   | (622)  | 25%                       | (245) | 7%                        | (69)  | 5%                          | (49)  | 1%                             | (12) | 997            |
| Heard not much/nothing about new H1N1 | 48%                   | (574)  | 29%                       | (344) | 11%                       | (133) | 7%                          | (80)  | 6%                             | (72) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS11: Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?**

| Demographic              | Yes       | No         | Don't know / No opinion | Total N |
|--------------------------|-----------|------------|-------------------------|---------|
| Adults                   | 26% (582) | 53% (1176) | 20% (442)               | 2200    |
| Gender: Male             | 32% (335) | 50% (528)  | 19% (198)               | 1062    |
| Gender: Female           | 22% (247) | 57% (647)  | 21% (243)               | 1138    |
| Age: 18-34               | 20% (131) | 57% (375)  | 23% (148)               | 655     |
| Age: 35-44               | 27% (98)  | 51% (184)  | 21% (76)                | 358     |
| Age: 45-64               | 26% (196) | 56% (418)  | 18% (137)               | 751     |
| Age: 65+                 | 36% (157) | 46% (199)  | 18% (80)                | 436     |
| GenZers: 1997-2012       | 19% (65)  | 53% (181)  | 28% (94)                | 340     |
| Millennials: 1981-1996   | 22% (110) | 59% (288)  | 19% (93)                | 492     |
| GenXers: 1965-1980       | 25% (136) | 56% (299)  | 19% (103)               | 539     |
| Baby Boomers: 1946-1964  | 32% (238) | 50% (374)  | 19% (139)               | 752     |
| PID: Dem (no lean)       | 19% (152) | 66% (540)  | 16% (130)               | 823     |
| PID: Ind (no lean)       | 20% (144) | 56% (402)  | 24% (174)               | 720     |
| PID: Rep (no lean)       | 43% (286) | 36% (234)  | 21% (138)               | 657     |
| PID/Gender: Dem Men      | 23% (84)  | 62% (224)  | 15% (52)                | 360     |
| PID/Gender: Dem Women    | 15% (68)  | 68% (316)  | 17% (78)                | 462     |
| PID/Gender: Ind Men      | 23% (82)  | 52% (188)  | 25% (91)                | 362     |
| PID/Gender: Ind Women    | 17% (62)  | 60% (214)  | 23% (82)                | 358     |
| PID/Gender: Rep Men      | 50% (169) | 34% (116)  | 16% (55)                | 339     |
| PID/Gender: Rep Women    | 37% (117) | 37% (118)  | 26% (83)                | 318     |
| Ideo: Liberal (1-3)      | 18% (117) | 69% (441)  | 13% (86)                | 644     |
| Ideo: Moderate (4)       | 23% (132) | 58% (331)  | 19% (108)               | 572     |
| Ideo: Conservative (5-7) | 42% (303) | 37% (268)  | 21% (154)               | 724     |
| Educ: < College          | 26% (387) | 52% (784)  | 23% (341)               | 1512    |
| Educ: Bachelors degree   | 26% (116) | 57% (254)  | 17% (74)                | 444     |
| Educ: Post-grad          | 33% (79)  | 57% (138)  | 11% (27)                | 244     |
| Income: Under 50k        | 26% (306) | 51% (602)  | 24% (281)               | 1189    |
| Income: 50k-100k         | 26% (170) | 59% (388)  | 16% (103)               | 662     |
| Income: 100k+            | 30% (106) | 53% (186)  | 16% (57)                | 349     |
| Ethnicity: White         | 27% (471) | 53% (916)  | 19% (335)               | 1722    |
| Ethnicity: Hispanic      | 27% (95)  | 51% (180)  | 21% (75)                | 349     |

Continued on next page

**Table CMS11: Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?**

| Demographic                       | Yes       | No         | Don't know / No opinion | Total N |
|-----------------------------------|-----------|------------|-------------------------|---------|
| Adults                            | 26% (582) | 53% (1176) | 20% (442)               | 2200    |
| Ethnicity: Afr. Am.               | 22% (61)  | 55% (151)  | 23% (62)                | 274     |
| Ethnicity: Other                  | 25% (50)  | 54% (109)  | 22% (45)                | 204     |
| All Christian                     | 32% (327) | 48% (496)  | 20% (205)               | 1029    |
| All Non-Christian                 | 21% (26)  | 59% (72)   | 19% (24)                | 122     |
| Atheist                           | 14% (19)  | 64% (85)   | 22% (29)                | 133     |
| Agnostic/Nothing in particular    | 20% (104) | 62% (324)  | 19% (98)                | 526     |
| Something Else                    | 27% (107) | 51% (198)  | 22% (86)                | 391     |
| Religious Non-Protestant/Catholic | 20% (32)  | 59% (92)   | 21% (32)                | 156     |
| Evangelical                       | 34% (192) | 44% (249)  | 21% (119)               | 560     |
| Non-Evangelical                   | 29% (231) | 51% (416)  | 20% (162)               | 809     |
| Community: Urban                  | 28% (167) | 56% (333)  | 16% (94)                | 594     |
| Community: Suburban               | 27% (279) | 53% (553)  | 20% (214)               | 1045    |
| Community: Rural                  | 24% (136) | 52% (290)  | 24% (134)               | 560     |
| Employ: Private Sector            | 29% (181) | 56% (341)  | 15% (91)                | 613     |
| Employ: Government                | 17% (26)  | 60% (93)   | 23% (35)                | 154     |
| Employ: Self-Employed             | 31% (55)  | 48% (84)   | 21% (38)                | 177     |
| Employ: Homemaker                 | 19% (25)  | 55% (74)   | 26% (36)                | 135     |
| Employ: Retired                   | 36% (178) | 48% (236)  | 16% (78)                | 492     |
| Employ: Unemployed                | 18% (60)  | 52% (168)  | 30% (96)                | 323     |
| Employ: Other                     | 21% (29)  | 59% (82)   | 20% (28)                | 140     |
| Military HH: Yes                  | 31% (105) | 50% (171)  | 20% (67)                | 343     |
| Military HH: No                   | 26% (478) | 54% (1005) | 20% (375)               | 1857    |
| RD/WT: Right Direction            | 48% (280) | 26% (153)  | 26% (149)               | 583     |
| RD/WT: Wrong Track                | 19% (302) | 63% (1023) | 18% (292)               | 1617    |
| Trump Job Approve                 | 43% (366) | 34% (284)  | 23% (195)               | 845     |
| Trump Job Disapprove              | 16% (208) | 69% (868)  | 15% (191)               | 1268    |
| Trump Job Strongly Approve        | 52% (241) | 28% (132)  | 20% (91)                | 464     |
| Trump Job Somewhat Approve        | 33% (125) | 40% (152)  | 27% (103)               | 381     |
| Trump Job Somewhat Disapprove     | 24% (56)  | 56% (130)  | 19% (44)                | 230     |
| Trump Job Strongly Disapprove     | 15% (152) | 71% (739)  | 14% (147)               | 1037    |

Continued on next page

**Table CMS11: Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?**

| Demographic                          | Yes       | No         | Don't know / No opinion | Total N |
|--------------------------------------|-----------|------------|-------------------------|---------|
| Adults                               | 26% (582) | 53% (1176) | 20% (442)               | 2200    |
| Favorable of Trump                   | 45% (364) | 33% (268)  | 22% (183)               | 814     |
| Unfavorable of Trump                 | 15% (197) | 69% (877)  | 16% (204)               | 1278    |
| Very Favorable of Trump              | 55% (255) | 26% (123)  | 19% (87)                | 465     |
| Somewhat Favorable of Trump          | 31% (109) | 41% (145)  | 27% (95)                | 349     |
| Somewhat Unfavorable of Trump        | 25% (51)  | 57% (117)  | 18% (37)                | 205     |
| Very Unfavorable of Trump            | 14% (145) | 71% (759)  | 16% (168)               | 1072    |
| #1 Issue: Economy                    | 27% (194) | 56% (401)  | 18% (127)               | 722     |
| #1 Issue: Security                   | 44% (116) | 35% (93)   | 20% (54)                | 263     |
| #1 Issue: Health Care                | 18% (79)  | 64% (272)  | 18% (76)                | 427     |
| #1 Issue: Medicare / Social Security | 31% (87)  | 45% (127)  | 24% (68)                | 282     |
| #1 Issue: Women's Issues             | 16% (18)  | 63% (70)   | 21% (24)                | 111     |
| #1 Issue: Education                  | 23% (30)  | 45% (60)   | 32% (43)                | 132     |
| #1 Issue: Energy                     | 23% (20)  | 65% (57)   | 12% (11)                | 88      |
| #1 Issue: Other                      | 22% (38)  | 56% (97)   | 23% (40)                | 175     |
| 2018 House Vote: Democrat            | 18% (140) | 69% (521)  | 13% (98)                | 760     |
| 2018 House Vote: Republican          | 45% (275) | 37% (227)  | 19% (115)               | 616     |
| 2018 House Vote: Someone else        | 26% (18)  | 54% (37)   | 21% (14)                | 70      |
| 2016 Vote: Hillary Clinton           | 17% (119) | 69% (473)  | 14% (97)                | 689     |
| 2016 Vote: Donald Trump              | 46% (303) | 35% (230)  | 19% (124)               | 658     |
| 2016 Vote: Other                     | 16% (26)  | 64% (100)  | 20% (31)                | 157     |
| 2016 Vote: Didn't Vote               | 19% (133) | 54% (374)  | 27% (189)               | 696     |
| Voted in 2014: Yes                   | 29% (368) | 55% (690)  | 16% (197)               | 1255    |
| Voted in 2014: No                    | 23% (215) | 51% (486)  | 26% (245)               | 945     |
| 2012 Vote: Barack Obama              | 19% (149) | 67% (528)  | 14% (108)               | 785     |
| 2012 Vote: Mitt Romney               | 44% (218) | 35% (176)  | 21% (103)               | 496     |
| 2012 Vote: Other                     | 29% (24)  | 51% (43)   | 20% (17)                | 83      |
| 2012 Vote: Didn't Vote               | 23% (191) | 51% (427)  | 26% (213)               | 831     |

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**Table CMS11:** Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?

| Demographic                           | Yes       | No         | Don't know / No opinion | Total N |
|---------------------------------------|-----------|------------|-------------------------|---------|
| Adults                                | 26% (582) | 53% (1176) | 20% (442)               | 2200    |
| 4-Region: Northeast                   | 26% (104) | 53% (207)  | 21% (83)                | 394     |
| 4-Region: Midwest                     | 28% (131) | 56% (260)  | 15% (71)                | 462     |
| 4-Region: South                       | 27% (220) | 51% (421)  | 22% (184)               | 824     |
| 4-Region: West                        | 25% (127) | 56% (289)  | 20% (104)               | 520     |
| Frequent Flyer                        | 31% (84)  | 50% (137)  | 19% (53)                | 273     |
| International Travel                  | 35% (146) | 49% (206)  | 16% (69)                | 420     |
| Sports fans                           | 30% (437) | 52% (755)  | 18% (265)               | 1457    |
| Heard a lot/some about new H1N1       | 25% (252) | 58% (583)  | 16% (162)               | 997     |
| Heard not much/nothing about new H1N1 | 27% (330) | 49% (593)  | 23% (280)               | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS12:** Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?

| Demographic              | Yes       | No         | Don't know / No opinion | Total N |
|--------------------------|-----------|------------|-------------------------|---------|
| Adults                   | 33% (733) | 50% (1095) | 17% (372)               | 2200    |
| Gender: Male             | 40% (420) | 45% (478)  | 15% (163)               | 1062    |
| Gender: Female           | 28% (313) | 54% (616)  | 18% (209)               | 1138    |
| Age: 18-34               | 25% (166) | 56% (368)  | 18% (121)               | 655     |
| Age: 35-44               | 37% (131) | 45% (162)  | 18% (65)                | 358     |
| Age: 45-64               | 33% (250) | 50% (378)  | 16% (123)               | 751     |
| Age: 65+                 | 43% (186) | 43% (187)  | 14% (63)                | 436     |
| GenZers: 1997-2012       | 25% (85)  | 55% (188)  | 20% (68)                | 340     |
| Millennials: 1981-1996   | 29% (145) | 53% (262)  | 17% (84)                | 492     |
| GenXers: 1965-1980       | 33% (180) | 51% (277)  | 15% (82)                | 539     |
| Baby Boomers: 1946-1964  | 38% (286) | 44% (334)  | 17% (131)               | 752     |
| PID: Dem (no lean)       | 22% (180) | 67% (551)  | 11% (92)                | 823     |
| PID: Ind (no lean)       | 28% (202) | 50% (363)  | 21% (154)               | 720     |
| PID: Rep (no lean)       | 54% (352) | 27% (180)  | 19% (125)               | 657     |
| PID/Gender: Dem Men      | 29% (104) | 59% (214)  | 12% (43)                | 360     |
| PID/Gender: Dem Women    | 16% (76)  | 73% (337)  | 11% (49)                | 462     |
| PID/Gender: Ind Men      | 32% (116) | 48% (174)  | 20% (72)                | 362     |
| PID/Gender: Ind Women    | 24% (86)  | 53% (190)  | 23% (82)                | 358     |
| PID/Gender: Rep Men      | 59% (201) | 27% (91)   | 14% (48)                | 339     |
| PID/Gender: Rep Women    | 48% (151) | 28% (90)   | 24% (77)                | 318     |
| Ideo: Liberal (1-3)      | 24% (152) | 68% (437)  | 9% (55)                 | 644     |
| Ideo: Moderate (4)       | 28% (159) | 54% (309)  | 18% (104)               | 572     |
| Ideo: Conservative (5-7) | 52% (376) | 31% (227)  | 17% (121)               | 724     |
| Educ: < College          | 32% (480) | 49% (736)  | 20% (297)               | 1512    |
| Educ: Bachelors degree   | 35% (156) | 52% (232)  | 12% (55)                | 444     |
| Educ: Post-grad          | 40% (97)  | 52% (126)  | 8% (20)                 | 244     |
| Income: Under 50k        | 31% (371) | 48% (573)  | 21% (245)               | 1189    |
| Income: 50k-100k         | 34% (227) | 52% (344)  | 14% (91)                | 662     |
| Income: 100k+            | 39% (135) | 51% (177)  | 11% (37)                | 349     |
| Ethnicity: White         | 34% (593) | 49% (841)  | 17% (288)               | 1722    |
| Ethnicity: Hispanic      | 33% (115) | 49% (170)  | 18% (64)                | 349     |

Continued on next page

**Table CMS12:** Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?

| Demographic                       | Yes       | No         | Don't know / No opinion | Total N |
|-----------------------------------|-----------|------------|-------------------------|---------|
| Adults                            | 33% (733) | 50% (1095) | 17% (372)               | 2200    |
| Ethnicity: Afr. Am.               | 29% (79)  | 55% (152)  | 16% (44)                | 274     |
| Ethnicity: Other                  | 30% (62)  | 50% (102)  | 19% (40)                | 204     |
| All Christian                     | 40% (410) | 45% (467)  | 15% (151)               | 1029    |
| All Non-Christian                 | 25% (31)  | 59% (71)   | 16% (20)                | 122     |
| Atheist                           | 22% (29)  | 62% (83)   | 16% (22)                | 133     |
| Agnostic/Nothing in particular    | 25% (129) | 56% (292)  | 20% (104)               | 526     |
| Something Else                    | 34% (133) | 46% (181)  | 20% (76)                | 391     |
| Religious Non-Protestant/Catholic | 26% (41)  | 57% (90)   | 17% (26)                | 156     |
| Evangelical                       | 41% (232) | 42% (234)  | 17% (95)                | 560     |
| Non-Evangelical                   | 36% (292) | 48% (391)  | 16% (126)               | 809     |
| Community: Urban                  | 32% (191) | 54% (322)  | 14% (82)                | 594     |
| Community: Suburban               | 33% (350) | 50% (518)  | 17% (178)               | 1045    |
| Community: Rural                  | 34% (193) | 45% (254)  | 20% (113)               | 560     |
| Employ: Private Sector            | 41% (253) | 47% (290)  | 11% (70)                | 613     |
| Employ: Government                | 28% (43)  | 54% (83)   | 19% (29)                | 154     |
| Employ: Self-Employed             | 36% (64)  | 46% (82)   | 17% (31)                | 177     |
| Employ: Homemaker                 | 19% (26)  | 56% (76)   | 24% (33)                | 135     |
| Employ: Retired                   | 42% (205) | 43% (213)  | 15% (74)                | 492     |
| Employ: Unemployed                | 24% (78)  | 50% (163)  | 25% (82)                | 323     |
| Employ: Other                     | 27% (38)  | 52% (73)   | 21% (29)                | 140     |
| Military HH: Yes                  | 39% (133) | 47% (160)  | 14% (49)                | 343     |
| Military HH: No                   | 32% (600) | 50% (935)  | 17% (323)               | 1857    |
| RD/WT: Right Direction            | 60% (349) | 21% (124)  | 19% (110)               | 583     |
| RD/WT: Wrong Track                | 24% (384) | 60% (970)  | 16% (262)               | 1617    |
| Trump Job Approve                 | 55% (466) | 27% (226)  | 18% (153)               | 845     |
| Trump Job Disapprove              | 20% (255) | 67% (847)  | 13% (166)               | 1268    |
| Trump Job Strongly Approve        | 62% (286) | 21% (98)   | 17% (81)                | 464     |
| Trump Job Somewhat Approve        | 47% (181) | 34% (128)  | 19% (72)                | 381     |
| Trump Job Somewhat Disapprove     | 30% (69)  | 53% (121)  | 17% (40)                | 230     |
| Trump Job Strongly Disapprove     | 18% (186) | 70% (726)  | 12% (126)               | 1037    |

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**Table CMS12:** Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?

| Demographic                          | Yes       | No         | Don't know / No opinion | Total N |
|--------------------------------------|-----------|------------|-------------------------|---------|
| Adults                               | 33% (733) | 50% (1095) | 17% (372)               | 2200    |
| Favorable of Trump                   | 56% (456) | 27% (217)  | 17% (142)               | 814     |
| Unfavorable of Trump                 | 20% (259) | 66% (849)  | 13% (169)               | 1278    |
| Very Favorable of Trump              | 63% (292) | 22% (105)  | 15% (69)                | 465     |
| Somewhat Favorable of Trump          | 47% (164) | 32% (112)  | 21% (73)                | 349     |
| Somewhat Unfavorable of Trump        | 36% (73)  | 51% (106)  | 13% (26)                | 205     |
| Very Unfavorable of Trump            | 17% (186) | 69% (743)  | 13% (143)               | 1072    |
| #1 Issue: Economy                    | 37% (266) | 48% (345)  | 15% (110)               | 722     |
| #1 Issue: Security                   | 52% (137) | 32% (84)   | 16% (43)                | 263     |
| #1 Issue: Health Care                | 24% (101) | 62% (264)  | 14% (61)                | 427     |
| #1 Issue: Medicare / Social Security | 35% (97)  | 43% (121)  | 22% (63)                | 282     |
| #1 Issue: Women's Issues             | 17% (19)  | 64% (72)   | 18% (21)                | 111     |
| #1 Issue: Education                  | 26% (34)  | 47% (62)   | 27% (36)                | 132     |
| #1 Issue: Energy                     | 41% (35)  | 53% (47)   | 6% (5)                  | 88      |
| #1 Issue: Other                      | 24% (42)  | 57% (100)  | 19% (33)                | 175     |
| 2018 House Vote: Democrat            | 22% (170) | 67% (510)  | 10% (79)                | 760     |
| 2018 House Vote: Republican          | 56% (347) | 29% (179)  | 15% (90)                | 616     |
| 2018 House Vote: Someone else        | 27% (19)  | 51% (36)   | 21% (15)                | 70      |
| 2016 Vote: Hillary Clinton           | 20% (140) | 69% (473)  | 11% (76)                | 689     |
| 2016 Vote: Donald Trump              | 57% (375) | 27% (178)  | 16% (104)               | 658     |
| 2016 Vote: Other                     | 25% (39)  | 57% (89)   | 18% (29)                | 157     |
| 2016 Vote: Didn't Vote               | 26% (179) | 51% (354)  | 23% (163)               | 696     |
| Voted in 2014: Yes                   | 36% (455) | 51% (642)  | 13% (158)               | 1255    |
| Voted in 2014: No                    | 29% (278) | 48% (453)  | 23% (214)               | 945     |
| 2012 Vote: Barack Obama              | 24% (187) | 65% (507)  | 12% (90)                | 785     |
| 2012 Vote: Mitt Romney               | 57% (281) | 28% (139)  | 15% (76)                | 496     |
| 2012 Vote: Other                     | 39% (33)  | 38% (32)   | 22% (19)                | 83      |
| 2012 Vote: Didn't Vote               | 28% (231) | 50% (415)  | 22% (185)               | 831     |

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**Table CMS12:** Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?

| Demographic                           | Yes       | No         | Don't know / No opinion | Total N |
|---------------------------------------|-----------|------------|-------------------------|---------|
| Adults                                | 33% (733) | 50% (1095) | 17% (372)               | 2200    |
| 4-Region: Northeast                   | 40% (158) | 45% (178)  | 15% (57)                | 394     |
| 4-Region: Midwest                     | 37% (170) | 51% (234)  | 13% (59)                | 462     |
| 4-Region: South                       | 32% (265) | 49% (403)  | 19% (157)               | 824     |
| 4-Region: West                        | 27% (141) | 54% (280)  | 19% (99)                | 520     |
| Frequent Flyer                        | 44% (119) | 47% (130)  | 9% (24)                 | 273     |
| International Travel                  | 42% (175) | 48% (203)  | 10% (42)                | 420     |
| Sports fans                           | 37% (545) | 48% (704)  | 14% (208)               | 1457    |
| Heard a lot/some about new H1N1       | 32% (322) | 53% (532)  | 14% (143)               | 997     |
| Heard not much/nothing about new H1N1 | 34% (411) | 47% (563)  | 19% (229)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS13:** Which statement is closest to your opinion, even if none is exactly right?

| Demographic              | Pandemics like<br>COVID-19 (coronavirus)<br>are a once-in-a-lifetime<br>occurrence, and it is<br>unlikely the United States<br>will experience anything<br>like it again |       | Pandemics like<br>COVID-19 (coronavirus)<br>will not be common<br>occurrences, but it is<br>likely another will happen<br>in my lifetime |        | Pandemics like<br>COVID-19 (coronavirus)<br>will become relatively<br>common occurrences in<br>my lifetime |       | Total N |
|--------------------------|--|-------|--|--------|--|-------|---------|
|                          |  |       |  |        |  |       |         |
| Adults                   | 16%  | (343) | 55%  | (1206) | 30%  | (651) | 2200    |
| Gender: Male             | 19%  | (198) | 52%  | (554)  | 29%  | (310) | 1062    |
| Gender: Female           | 13%  | (145) | 57%  | (652)  | 30%  | (341) | 1138    |
| Age: 18-34               | 15%  | (100) | 59%  | (384)  | 26%  | (170) | 655     |
| Age: 35-44               | 14%  | (49)  | 51%  | (184)  | 35%  | (125) | 358     |
| Age: 45-64               | 15%  | (115) | 53%  | (396)  | 32%  | (239) | 751     |
| Age: 65+                 | 18%  | (78)  | 55%  | (241)  | 27%  | (117) | 436     |
| GenZers: 1997-2012       | 16%  | (55)  | 61%  | (207)  | 23%  | (78)  | 340     |
| Millennials: 1981-1996   | 15%  | (73)  | 55%  | (270)  | 30%  | (149) | 492     |
| GenXers: 1965-1980       | 13%  | (71)  | 52%  | (278)  | 35%  | (190) | 539     |
| Baby Boomers: 1946-1964  | 17%  | (126) | 54%  | (408)  | 29%  | (217) | 752     |
| PID: Dem (no lean)       | 13%  | (110) | 57%  | (468)  | 30%  | (245) | 823     |
| PID: Ind (no lean)       | 14%  | (101) | 56%  | (406)  | 30%  | (214) | 720     |
| PID: Rep (no lean)       | 20%  | (132) | 51%  | (333)  | 29%  | (192) | 657     |
| PID/Gender: Dem Men      | 15%  | (53)  | 53%  | (192)  | 32%  | (116) | 360     |
| PID/Gender: Dem Women    | 12%  | (58)  | 60%  | (276)  | 28%  | (129) | 462     |
| PID/Gender: Ind Men      | 19%  | (70)  | 54%  | (197)  | 26%  | (95)  | 362     |
| PID/Gender: Ind Women    | 8%   | (30)  | 58%  | (209)  | 33%  | (119) | 358     |
| PID/Gender: Rep Men      | 22%  | (75)  | 49%  | (166)  | 29%  | (99)  | 339     |
| PID/Gender: Rep Women    | 18%  | (57)  | 53%  | (167)  | 29%  | (93)  | 318     |
| Ideo: Liberal (1-3)      | 12%  | (79)  | 59%  | (377)  | 29%  | (188) | 644     |
| Ideo: Moderate (4)       | 13%  | (77)  | 56%  | (320)  | 31%  | (175) | 572     |
| Ideo: Conservative (5-7) | 21%  | (151) | 53%  | (387)  | 26%  | (186) | 724     |
| Educ: < College          | 16%  | (235) | 53%  | (808)  | 31%  | (469) | 1512    |
| Educ: Bachelors degree   | 15%  | (68)  | 59%  | (261)  | 26%  | (115) | 444     |
| Educ: Post-grad          | 16%  | (40)  | 56%  | (137)  | 28%  | (67)  | 244     |

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**Table CMS13:** Which statement is closest to your opinion, even if none is exactly right?

| Demographic                       | Pandemics like<br>COVID-19 (coronavirus)<br>are a once-in-a-lifetime<br>occurrence, and it is<br>unlikely the United States<br>will experience anything<br>like it again |       | Pandemics like<br>COVID-19 (coronavirus)<br>will not be common<br>occurrences, but it is<br>likely another will happen<br>in my lifetime |        | Pandemics like<br>COVID-19 (coronavirus)<br>will become relatively<br>common occurrences in<br>my lifetime |       | Total N |
|-----------------------------------|--|-------|--|--------|--|-------|---------|
|                                   |  |       |  |        |  |       |         |
| Adults                            | 16%  | (343) | 55%  | (1206) | 30%  | (651) | 2200    |
| Income: Under 50k                 | 15%  | (183) | 54%  | (637)  | 31%  | (368) | 1189    |
| Income: 50k-100k                  | 16%  | (107) | 56%  | (369)  | 28%  | (186) | 662     |
| Income: 100k+                     | 15%  | (53)  | 57%  | (200)  | 28%  | (97)  | 349     |
| Ethnicity: White                  | 16%  | (270) | 55%  | (947)  | 29%  | (505) | 1722    |
| Ethnicity: Hispanic               | 16%  | (55)  | 54%  | (189)  | 30%  | (106) | 349     |
| Ethnicity: Afr. Am.               | 16%  | (45)  | 52%  | (143)  | 31%  | (86)  | 274     |
| Ethnicity: Other                  | 14%  | (28)  | 57%  | (116)  | 29%  | (60)  | 204     |
| All Christian                     | 16%  | (165) | 53%  | (546)  | 31%  | (317) | 1029    |
| All Non-Christian                 | 19%  | (24)  | 53%  | (65)   | 28%  | (34)  | 122     |
| Atheist                           | 14%  | (19)  | 58%  | (78)   | 27%  | (36)  | 133     |
| Agnostic/Nothing in particular    | 13%  | (67)  | 58%  | (303)  | 30%  | (156) | 526     |
| Something Else                    | 17%  | (68)  | 55%  | (215)  | 28%  | (108) | 391     |
| Religious Non-Protestant/Catholic | 19%  | (30)  | 54%  | (85)   | 26%  | (41)  | 156     |
| Evangelical                       | 18%  | (100) | 50%  | (283)  | 32%  | (177) | 560     |
| Non-Evangelical                   | 15%  | (125) | 56%  | (454)  | 29%  | (231) | 809     |
| Community: Urban                  | 15%  | (91)  | 54%  | (319)  | 31%  | (184) | 594     |
| Community: Suburban               | 16%  | (168) | 55%  | (576)  | 29%  | (301) | 1045    |
| Community: Rural                  | 15%  | (84)  | 56%  | (311)  | 30%  | (165) | 560     |
| Employ: Private Sector            | 14%  | (88)  | 54%  | (332)  | 31%  | (192) | 613     |
| Employ: Government                | 14%  | (22)  | 58%  | (90)   | 27%  | (42)  | 154     |
| Employ: Self-Employed             | 16%  | (28)  | 44%  | (78)   | 40%  | (70)  | 177     |
| Employ: Homemaker                 | 10%  | (14)  | 62%  | (83)   | 28%  | (37)  | 135     |
| Employ: Retired                   | 19%  | (94)  | 54%  | (263)  | 27%  | (135) | 492     |
| Employ: Unemployed                | 14%  | (45)  | 58%  | (186)  | 28%  | (92)  | 323     |
| Employ: Other                     | 16%  | (22)  | 52%  | (73)   | 32%  | (45)  | 140     |

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**Table CMS13:** Which statement is closest to your opinion, even if none is exactly right?

| Demographic                          | Pandemics like<br>COVID-19 (coronavirus)<br>are a once-in-a-lifetime<br>occurrence, and it is<br>unlikely the United States<br>will experience anything<br>like it again |       | Pandemics like<br>COVID-19 (coronavirus)<br>will not be common<br>occurrences, but it is<br>likely another will happen<br>in my lifetime |        | Pandemics like<br>COVID-19 (coronavirus)<br>will become relatively<br>common occurrences in<br>my lifetime |       | Total N |
|--------------------------------------|--|-------|--|--------|--|-------|---------|
|                                      | %  | (N)   | %  | (N)    | %  | (N)   |         |
| Adults                               | 16%  | (343) | 55%  | (1206) | 30%  | (651) | 2200    |
| Military HH: Yes                     | 19%  | (64)  | 51%  | (174)  | 31%  | (105) | 343     |
| Military HH: No                      | 15%  | (279) | 56%  | (1033) | 29%  | (546) | 1857    |
| RD/WT: Right Direction               | 23%  | (137) | 51%  | (296)  | 26%  | (150) | 583     |
| RD/WT: Wrong Track                   | 13%  | (206) | 56%  | (910)  | 31%  | (501) | 1617    |
| Trump Job Approve                    | 21%  | (176) | 50%  | (422)  | 29%  | (247) | 845     |
| Trump Job Disapprove                 | 12%  | (155) | 58%  | (737)  | 30%  | (375) | 1268    |
| Trump Job Strongly Approve           | 23%  | (106) | 48%  | (221)  | 30%  | (137) | 464     |
| Trump Job Somewhat Approve           | 18%  | (70)  | 53%  | (201)  | 29%  | (110) | 381     |
| Trump Job Somewhat Disapprove        | 18%  | (40)  | 53%  | (123)  | 29%  | (67)  | 230     |
| Trump Job Strongly Disapprove        | 11%  | (115) | 59%  | (614)  | 30%  | (308) | 1037    |
| Favorable of Trump                   | 21%  | (170) | 50%  | (410)  | 29%  | (235) | 814     |
| Unfavorable of Trump                 | 13%  | (161) | 59%  | (749)  | 29%  | (368) | 1278    |
| Very Favorable of Trump              | 24%  | (112) | 47%  | (217)  | 29%  | (136) | 465     |
| Somewhat Favorable of Trump          | 17%  | (58)  | 55%  | (192)  | 28%  | (99)  | 349     |
| Somewhat Unfavorable of Trump        | 17%  | (34)  | 55%  | (114)  | 28%  | (57)  | 205     |
| Very Unfavorable of Trump            | 12%  | (127) | 59%  | (635)  | 29%  | (311) | 1072    |
| #1 Issue: Economy                    | 11%  | (82)  | 57%  | (413)  | 31%  | (227) | 722     |
| #1 Issue: Security                   | 22%  | (59)  | 52%  | (138)  | 25%  | (67)  | 263     |
| #1 Issue: Health Care                | 14%  | (59)  | 55%  | (233)  | 31%  | (134) | 427     |
| #1 Issue: Medicare / Social Security | 22%  | (63)  | 52%  | (147)  | 25%  | (71)  | 282     |
| #1 Issue: Women's Issues             | 13%  | (14)  | 65%  | (72)   | 22%  | (25)  | 111     |
| #1 Issue: Education                  | 18%  | (24)  | 56%  | (74)   | 26%  | (34)  | 132     |
| #1 Issue: Energy                     | 14%  | (12)  | 49%  | (43)   | 38%  | (33)  | 88      |
| #1 Issue: Other                      | 17%  | (30)  | 49%  | (86)   | 34%  | (60)  | 175     |

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**Table CMS13:** Which statement is closest to your opinion, even if none is exactly right?

| Demographic                           | Pandemics like<br>COVID-19 (coronavirus)<br>are a once-in-a-lifetime<br>occurrence, and it is<br>unlikely the United States<br>will experience anything<br>like it again |       | Pandemics like<br>COVID-19 (coronavirus)<br>will not be common<br>occurrences, but it is<br>likely another will happen<br>in my lifetime |        | Pandemics like<br>COVID-19 (coronavirus)<br>will become relatively<br>common occurrences in<br>my lifetime |       | Total N |
|---------------------------------------|--|-------|--|--------|--|-------|---------|
|                                       |  |       |  |        |  |       |         |
| Adults                                | 16%  | (343) | 55%  | (1206) | 30%  | (651) | 2200    |
| 2018 House Vote: Democrat             | 11%  | (82)  | 59%  | (447)  | 30%  | (231) | 760     |
| 2018 House Vote: Republican           | 21%  | (126) | 51%  | (316)  | 28%  | (174) | 616     |
| 2018 House Vote: Someone else         | 15%  | (11)  | 50%  | (35)   | 34%  | (24)  | 70      |
| 2016 Vote: Hillary Clinton            | 12%  | (80)  | 56%  | (384)  | 33%  | (225) | 689     |
| 2016 Vote: Donald Trump               | 19%  | (127) | 53%  | (348)  | 28%  | (182) | 658     |
| 2016 Vote: Other                      | 15%  | (24)  | 56%  | (88)   | 28%  | (44)  | 157     |
| 2016 Vote: Didn't Vote                | 16%  | (112) | 55%  | (385)  | 29%  | (199) | 696     |
| Voted in 2014: Yes                    | 16%  | (196) | 54%  | (684)  | 30%  | (375) | 1255    |
| Voted in 2014: No                     | 16%  | (147) | 55%  | (522)  | 29%  | (276) | 945     |
| 2012 Vote: Barack Obama               | 12%  | (94)  | 54%  | (426)  | 34%  | (265) | 785     |
| 2012 Vote: Mitt Romney                | 20%  | (99)  | 55%  | (271)  | 26%  | (127) | 496     |
| 2012 Vote: Other                      | 16%  | (13)  | 50%  | (42)   | 34%  | (29)  | 83      |
| 2012 Vote: Didn't Vote                | 16%  | (137) | 56%  | (465)  | 28%  | (229) | 831     |
| 4-Region: Northeast                   | 14%  | (57)  | 58%  | (229)  | 27%  | (108) | 394     |
| 4-Region: Midwest                     | 18%  | (82)  | 56%  | (257)  | 27%  | (124) | 462     |
| 4-Region: South                       | 15%  | (127) | 52%  | (430)  | 32%  | (267) | 824     |
| 4-Region: West                        | 15%  | (78)  | 56%  | (290)  | 29%  | (152) | 520     |
| Frequent Flyer                        | 24%  | (65)  | 50%  | (137)  | 26%  | (71)  | 273     |
| International Travel                  | 21%  | (89)  | 55%  | (233)  | 23%  | (99)  | 420     |
| Sports fans                           | 16%  | (237) | 54%  | (787)  | 30%  | (434) | 1457    |
| Heard a lot/some about new H1N1       | 12%  | (119) | 54%  | (542)  | 34%  | (336) | 997     |
| Heard not much/nothing about new H1N1 | 19%  | (224) | 55%  | (664)  | 26%  | (315) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS14:** How concerned are you about another pandemic like COVID-19 (coronavirus) occurring in your lifetime?

| Demographic              | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                   | 36%            | (786) | 39%                | (851) | 14%                | (316) | 7%                   | (157) | 4%                      | (91) | 2200    |
| Gender: Male             | 31%            | (332) | 40%                | (421) | 16%                | (166) | 10%                  | (103) | 4%                      | (40) | 1062    |
| Gender: Female           | 40%            | (455) | 38%                | (430) | 13%                | (150) | 5%                   | (54)  | 4%                      | (50) | 1138    |
| Age: 18-34               | 35%            | (227) | 38%                | (251) | 16%                | (105) | 5%                   | (35)  | 6%                      | (38) | 655     |
| Age: 35-44               | 34%            | (123) | 39%                | (141) | 12%                | (44)  | 9%                   | (31)  | 5%                      | (18) | 358     |
| Age: 45-64               | 38%            | (282) | 37%                | (279) | 13%                | (96)  | 9%                   | (66)  | 4%                      | (27) | 751     |
| Age: 65+                 | 36%            | (155) | 41%                | (180) | 16%                | (70)  | 6%                   | (24)  | 2%                      | (7)  | 436     |
| GenZers: 1997-2012       | 29%            | (97)  | 43%                | (146) | 17%                | (57)  | 6%                   | (19)  | 6%                      | (21) | 340     |
| Millennials: 1981-1996   | 37%            | (181) | 37%                | (182) | 14%                | (69)  | 7%                   | (33)  | 6%                      | (27) | 492     |
| GenXers: 1965-1980       | 40%            | (218) | 37%                | (199) | 11%                | (57)  | 8%                   | (44)  | 4%                      | (21) | 539     |
| Baby Boomers: 1946-1964  | 35%            | (261) | 39%                | (296) | 16%                | (118) | 8%                   | (57)  | 3%                      | (21) | 752     |
| PID: Dem (no lean)       | 45%            | (367) | 40%                | (330) | 9%                 | (75)  | 3%                   | (27)  | 3%                      | (23) | 823     |
| PID: Ind (no lean)       | 35%            | (251) | 37%                | (263) | 15%                | (110) | 7%                   | (51)  | 6%                      | (44) | 720     |
| PID: Rep (no lean)       | 26%            | (168) | 39%                | (257) | 20%                | (131) | 12%                  | (78)  | 4%                      | (24) | 657     |
| PID/Gender: Dem Men      | 42%            | (151) | 42%                | (151) | 10%                | (36)  | 4%                   | (15)  | 2%                      | (6)  | 360     |
| PID/Gender: Dem Women    | 47%            | (216) | 39%                | (179) | 8%                 | (39)  | 3%                   | (12)  | 4%                      | (16) | 462     |
| PID/Gender: Ind Men      | 30%            | (108) | 38%                | (137) | 15%                | (54)  | 10%                  | (36)  | 8%                      | (28) | 362     |
| PID/Gender: Ind Women    | 40%            | (143) | 35%                | (126) | 16%                | (56)  | 4%                   | (16)  | 5%                      | (16) | 358     |
| PID/Gender: Rep Men      | 21%            | (72)  | 39%                | (133) | 22%                | (76)  | 15%                  | (52)  | 2%                      | (6)  | 339     |
| PID/Gender: Rep Women    | 30%            | (95)  | 39%                | (124) | 17%                | (55)  | 8%                   | (26)  | 6%                      | (18) | 318     |
| Ideo: Liberal (1-3)      | 42%            | (273) | 41%                | (264) | 10%                | (63)  | 5%                   | (33)  | 2%                      | (10) | 644     |
| Ideo: Moderate (4)       | 37%            | (212) | 40%                | (231) | 12%                | (70)  | 6%                   | (33)  | 4%                      | (25) | 572     |
| Ideo: Conservative (5-7) | 26%            | (189) | 39%                | (285) | 22%                | (156) | 11%                  | (81)  | 2%                      | (13) | 724     |
| Educ: < College          | 36%            | (548) | 38%                | (572) | 13%                | (201) | 7%                   | (112) | 5%                      | (79) | 1512    |
| Educ: Bachelors degree   | 34%            | (150) | 40%                | (180) | 16%                | (73)  | 8%                   | (34)  | 2%                      | (7)  | 444     |
| Educ: Post-grad          | 36%            | (88)  | 41%                | (99)  | 17%                | (42)  | 4%                   | (10)  | 2%                      | (5)  | 244     |
| Income: Under 50k        | 38%            | (457) | 37%                | (437) | 12%                | (140) | 7%                   | (86)  | 6%                      | (69) | 1189    |
| Income: 50k-100k         | 34%            | (223) | 39%                | (261) | 17%                | (115) | 8%                   | (50)  | 2%                      | (13) | 662     |
| Income: 100k+            | 30%            | (106) | 44%                | (154) | 17%                | (60)  | 6%                   | (20)  | 3%                      | (9)  | 349     |
| Ethnicity: White         | 32%            | (559) | 40%                | (687) | 16%                | (275) | 8%                   | (134) | 4%                      | (67) | 1722    |
| Ethnicity: Hispanic      | 45%            | (158) | 35%                | (123) | 12%                | (43)  | 5%                   | (17)  | 2%                      | (9)  | 349     |
| Ethnicity: Afr. Am.      | 45%            | (122) | 38%                | (105) | 7%                 | (19)  | 6%                   | (16)  | 5%                      | (13) | 274     |

Continued on next page

**Table CMS14:** How concerned are you about another pandemic like COVID-19 (coronavirus) occurring in your lifetime?

| Demographic                       | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|-----------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                            | 36%            | (786) | 39%                | (851) | 14%                | (316) | 7%                   | (157) | 4%                      | (91) | 2200    |
| Ethnicity: Other                  | 52%            | (106) | 29%                | (59)  | 11%                | (22)  | 3%                   | (7)   | 5%                      | (11) | 204     |
| All Christian                     | 33%            | (344) | 41%                | (423) | 16%                | (161) | 7%                   | (70)  | 3%                      | (30) | 1029    |
| All Non-Christian                 | 46%            | (56)  | 39%                | (47)  | 7%                 | (9)   | 3%                   | (4)   | 4%                      | (5)  | 122     |
| Atheist                           | 30%            | (40)  | 46%                | (61)  | 15%                | (20)  | 7%                   | (9)   | 2%                      | (3)  | 133     |
| Agnostic/Nothing in particular    | 38%            | (198) | 36%                | (190) | 13%                | (69)  | 7%                   | (35)  | 6%                      | (34) | 526     |
| Something Else                    | 38%            | (149) | 33%                | (129) | 15%                | (57)  | 10%                  | (38)  | 5%                      | (18) | 391     |
| Religious Non-Protestant/Catholic | 42%            | (66)  | 42%                | (65)  | 7%                 | (12)  | 5%                   | (8)   | 3%                      | (5)  | 156     |
| Evangelical                       | 33%            | (187) | 37%                | (208) | 16%                | (92)  | 9%                   | (52)  | 4%                      | (22) | 560     |
| Non-Evangelical                   | 36%            | (290) | 39%                | (319) | 15%                | (122) | 6%                   | (52)  | 3%                      | (26) | 809     |
| Community: Urban                  | 43%            | (256) | 38%                | (225) | 11%                | (68)  | 4%                   | (23)  | 4%                      | (23) | 594     |
| Community: Suburban               | 32%            | (336) | 41%                | (432) | 14%                | (149) | 9%                   | (91)  | 3%                      | (36) | 1045    |
| Community: Rural                  | 35%            | (194) | 35%                | (194) | 18%                | (99)  | 8%                   | (42)  | 6%                      | (32) | 560     |
| Employ: Private Sector            | 36%            | (219) | 40%                | (245) | 15%                | (90)  | 7%                   | (44)  | 2%                      | (15) | 613     |
| Employ: Government                | 29%            | (45)  | 50%                | (77)  | 11%                | (17)  | 5%                   | (8)   | 5%                      | (7)  | 154     |
| Employ: Self-Employed             | 34%            | (61)  | 35%                | (61)  | 13%                | (24)  | 10%                  | (17)  | 8%                      | (14) | 177     |
| Employ: Homemaker                 | 42%            | (57)  | 36%                | (48)  | 13%                | (18)  | 7%                   | (10)  | 2%                      | (2)  | 135     |
| Employ: Retired                   | 37%            | (182) | 38%                | (187) | 17%                | (82)  | 7%                   | (33)  | 2%                      | (8)  | 492     |
| Employ: Unemployed                | 40%            | (128) | 35%                | (114) | 12%                | (39)  | 7%                   | (23)  | 6%                      | (19) | 323     |
| Employ: Other                     | 33%            | (46)  | 32%                | (44)  | 16%                | (23)  | 10%                  | (14)  | 9%                      | (13) | 140     |
| Military HH: Yes                  | 37%            | (127) | 36%                | (122) | 15%                | (50)  | 9%                   | (30)  | 4%                      | (13) | 343     |
| Military HH: No                   | 36%            | (659) | 39%                | (729) | 14%                | (265) | 7%                   | (127) | 4%                      | (77) | 1857    |
| RD/WT: Right Direction            | 25%            | (143) | 39%                | (225) | 20%                | (114) | 13%                  | (73)  | 5%                      | (28) | 583     |
| RD/WT: Wrong Track                | 40%            | (643) | 39%                | (626) | 12%                | (201) | 5%                   | (84)  | 4%                      | (63) | 1617    |
| Trump Job Approve                 | 26%            | (216) | 37%                | (313) | 21%                | (181) | 12%                  | (106) | 3%                      | (30) | 845     |
| Trump Job Disapprove              | 43%            | (543) | 41%                | (517) | 10%                | (129) | 4%                   | (49)  | 2%                      | (31) | 1268    |
| Trump Job Strongly Approve        | 26%            | (122) | 32%                | (150) | 22%                | (101) | 16%                  | (73)  | 4%                      | (18) | 464     |
| Trump Job Somewhat Approve        | 25%            | (94)  | 43%                | (163) | 21%                | (80)  | 9%                   | (32)  | 3%                      | (12) | 381     |
| Trump Job Somewhat Disapprove     | 30%            | (69)  | 48%                | (111) | 13%                | (29)  | 5%                   | (12)  | 4%                      | (9)  | 230     |
| Trump Job Strongly Disapprove     | 46%            | (474) | 39%                | (406) | 10%                | (99)  | 4%                   | (37)  | 2%                      | (22) | 1037    |
| Favorable of Trump                | 26%            | (213) | 36%                | (293) | 22%                | (176) | 14%                  | (110) | 3%                      | (22) | 814     |
| Unfavorable of Trump              | 43%            | (545) | 41%                | (530) | 10%                | (129) | 4%                   | (45)  | 2%                      | (29) | 1278    |

Continued on next page

**Table CMS14:** How concerned are you about another pandemic like COVID-19 (coronavirus) occurring in your lifetime?

| Demographic                          | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                               | 36%            | (786) | 39%                | (851) | 14%                | (316) | 7%                   | (157) | 4%                      | (91) | 2200    |
| Very Favorable of Trump              | 27%            | (124) | 31%                | (143) | 21%                | (100) | 18%                  | (82)  | 3%                      | (16) | 465     |
| Somewhat Favorable of Trump          | 26%            | (89)  | 43%                | (149) | 22%                | (77)  | 8%                   | (29)  | 2%                      | (6)  | 349     |
| Somewhat Unfavorable of Trump        | 28%            | (57)  | 49%                | (100) | 17%                | (34)  | 5%                   | (11)  | 1%                      | (3)  | 205     |
| Very Unfavorable of Trump            | 45%            | (488) | 40%                | (429) | 9%                 | (95)  | 3%                   | (35)  | 2%                      | (26) | 1072    |
| #1 Issue: Economy                    | 35%            | (252) | 39%                | (282) | 16%                | (117) | 7%                   | (53)  | 2%                      | (18) | 722     |
| #1 Issue: Security                   | 25%            | (65)  | 39%                | (102) | 18%                | (46)  | 13%                  | (35)  | 6%                      | (15) | 263     |
| #1 Issue: Health Care                | 44%            | (187) | 40%                | (169) | 11%                | (46)  | 3%                   | (14)  | 2%                      | (10) | 427     |
| #1 Issue: Medicare / Social Security | 39%            | (109) | 41%                | (117) | 12%                | (35)  | 6%                   | (16)  | 2%                      | (5)  | 282     |
| #1 Issue: Women's Issues             | 33%            | (37)  | 42%                | (46)  | 16%                | (18)  | 5%                   | (6)   | 4%                      | (5)  | 111     |
| #1 Issue: Education                  | 25%            | (33)  | 32%                | (42)  | 17%                | (23)  | 9%                   | (12)  | 17%                     | (23) | 132     |
| #1 Issue: Energy                     | 32%            | (28)  | 49%                | (43)  | 8%                 | (7)   | 9%                   | (8)   | 2%                      | (2)  | 88      |
| #1 Issue: Other                      | 43%            | (76)  | 28%                | (49)  | 14%                | (24)  | 7%                   | (13)  | 8%                      | (13) | 175     |
| 2018 House Vote: Democrat            | 45%            | (340) | 40%                | (307) | 9%                 | (66)  | 3%                   | (23)  | 3%                      | (24) | 760     |
| 2018 House Vote: Republican          | 24%            | (151) | 41%                | (251) | 20%                | (121) | 13%                  | (79)  | 2%                      | (14) | 616     |
| 2018 House Vote: Someone else        | 35%            | (25)  | 40%                | (28)  | 14%                | (10)  | 6%                   | (4)   | 5%                      | (4)  | 70      |
| 2016 Vote: Hillary Clinton           | 44%            | (305) | 42%                | (289) | 8%                 | (54)  | 3%                   | (19)  | 3%                      | (22) | 689     |
| 2016 Vote: Donald Trump              | 25%            | (167) | 39%                | (259) | 21%                | (135) | 13%                  | (83)  | 2%                      | (13) | 658     |
| 2016 Vote: Other                     | 34%            | (54)  | 35%                | (55)  | 18%                | (29)  | 7%                   | (12)  | 5%                      | (8)  | 157     |
| 2016 Vote: Didn't Vote               | 37%            | (260) | 36%                | (247) | 14%                | (97)  | 6%                   | (42)  | 7%                      | (48) | 696     |
| Voted in 2014: Yes                   | 36%            | (456) | 39%                | (495) | 14%                | (176) | 8%                   | (96)  | 3%                      | (32) | 1255    |
| Voted in 2014: No                    | 35%            | (331) | 38%                | (356) | 15%                | (140) | 6%                   | (60)  | 6%                      | (58) | 945     |
| 2012 Vote: Barack Obama              | 43%            | (338) | 40%                | (314) | 9%                 | (73)  | 5%                   | (40)  | 2%                      | (18) | 785     |
| 2012 Vote: Mitt Romney               | 26%            | (131) | 39%                | (195) | 21%                | (102) | 12%                  | (59)  | 2%                      | (10) | 496     |
| 2012 Vote: Other                     | 27%            | (22)  | 35%                | (29)  | 23%                | (19)  | 10%                  | (8)   | 6%                      | (5)  | 83      |
| 2012 Vote: Didn't Vote               | 35%            | (292) | 37%                | (311) | 15%                | (121) | 6%                   | (49)  | 7%                      | (58) | 831     |
| 4-Region: Northeast                  | 42%            | (164) | 34%                | (135) | 16%                | (62)  | 7%                   | (26)  | 2%                      | (6)  | 394     |
| 4-Region: Midwest                    | 29%            | (136) | 43%                | (197) | 16%                | (75)  | 7%                   | (34)  | 4%                      | (21) | 462     |
| 4-Region: South                      | 34%            | (283) | 38%                | (310) | 14%                | (115) | 9%                   | (73)  | 5%                      | (43) | 824     |
| 4-Region: West                       | 39%            | (203) | 40%                | (208) | 12%                | (64)  | 5%                   | (24)  | 4%                      | (21) | 520     |
| Frequent Flyer                       | 34%            | (93)  | 40%                | (108) | 14%                | (37)  | 10%                  | (27)  | 3%                      | (8)  | 273     |
| International Travel                 | 42%            | (177) | 36%                | (151) | 14%                | (61)  | 5%                   | (23)  | 2%                      | (8)  | 420     |

Continued on next page

**Table CMS14:** How concerned are you about another pandemic like COVID-19 (coronavirus) occurring in your lifetime?

| Demographic                           | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|---------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                                | 36%            | (786) | 39%                | (851) | 14%                | (316) | 7%                   | (157) | 4%                      | (91) | 2200    |
| Sports fans                           | 36%            | (523) | 40%                | (580) | 14%                | (207) | 7%                   | (96)  | 4%                      | (52) | 1457    |
| Heard a lot/some about new H1N1       | 44%            | (435) | 40%                | (397) | 10%                | (98)  | 5%                   | (52)  | 2%                      | (15) | 997     |
| Heard not much/nothing about new H1N1 | 29%            | (351) | 38%                | (454) | 18%                | (218) | 9%                   | (105) | 6%                      | (75) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS15: And how likely do you think it is that another pandemic like COVID-19 (coronavirus) will occur in your lifetime?**

| Demographic              | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|--------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                   | 31% (684)   | 44% (959)       | 12% (259)         | 7% (146)      | 7% (151)                | 2200    |
| Gender: Male             | 32% (340)   | 42% (448)       | 12% (125)         | 8% (88)       | 6% (61)                 | 1062    |
| Gender: Female           | 30% (344)   | 45% (511)       | 12% (135)         | 5% (59)       | 8% (90)                 | 1138    |
| Age: 18-34               | 32% (210)   | 40% (261)       | 12% (81)          | 5% (36)       | 10% (67)                | 655     |
| Age: 35-44               | 33% (117)   | 44% (156)       | 10% (34)          | 6% (20)       | 8% (30)                 | 358     |
| Age: 45-64               | 34% (253)   | 44% (329)       | 11% (80)          | 7% (56)       | 4% (32)                 | 751     |
| Age: 65+                 | 24% (103)   | 49% (212)       | 15% (64)          | 8% (35)       | 5% (21)                 | 436     |
| GenZers: 1997-2012       | 28% (96)    | 41% (141)       | 13% (44)          | 6% (19)       | 12% (40)                | 340     |
| Millennials: 1981-1996   | 34% (165)   | 41% (199)       | 11% (56)          | 6% (27)       | 9% (45)                 | 492     |
| GenXers: 1965-1980       | 36% (194)   | 43% (232)       | 9% (48)           | 7% (36)       | 5% (30)                 | 539     |
| Baby Boomers: 1946-1964  | 28% (210)   | 47% (357)       | 13% (97)          | 8% (58)       | 4% (30)                 | 752     |
| PID: Dem (no lean)       | 37% (302)   | 41% (338)       | 12% (103)         | 5% (38)       | 5% (42)                 | 823     |
| PID: Ind (no lean)       | 31% (222)   | 43% (309)       | 11% (78)          | 6% (43)       | 9% (67)                 | 720     |
| PID: Rep (no lean)       | 24% (160)   | 47% (312)       | 12% (78)          | 10% (65)      | 6% (42)                 | 657     |
| PID/Gender: Dem Men      | 39% (142)   | 41% (147)       | 10% (36)          | 6% (20)       | 4% (15)                 | 360     |
| PID/Gender: Dem Women    | 35% (160)   | 41% (191)       | 14% (66)          | 4% (18)       | 6% (28)                 | 462     |
| PID/Gender: Ind Men      | 30% (108)   | 40% (146)       | 14% (50)          | 7% (25)       | 9% (33)                 | 362     |
| PID/Gender: Ind Women    | 32% (113)   | 46% (163)       | 8% (29)           | 5% (19)       | 10% (34)                | 358     |
| PID/Gender: Rep Men      | 26% (90)    | 46% (155)       | 11% (39)          | 13% (43)      | 4% (13)                 | 339     |
| PID/Gender: Rep Women    | 22% (71)    | 49% (157)       | 12% (40)          | 7% (22)       | 9% (28)                 | 318     |
| Ideo: Liberal (1-3)      | 35% (228)   | 44% (284)       | 12% (76)          | 5% (30)       | 4% (26)                 | 644     |
| Ideo: Moderate (4)       | 34% (194)   | 44% (253)       | 11% (61)          | 6% (35)       | 5% (29)                 | 572     |
| Ideo: Conservative (5-7) | 24% (177)   | 46% (335)       | 14% (103)         | 10% (72)      | 5% (37)                 | 724     |
| Educ: < College          | 31% (468)   | 43% (653)       | 11% (159)         | 7% (106)      | 8% (126)                | 1512    |
| Educ: Bachelors degree   | 32% (141)   | 43% (192)       | 14% (64)          | 7% (29)       | 4% (18)                 | 444     |
| Educ: Post-grad          | 31% (75)    | 46% (113)       | 15% (37)          | 5% (11)       | 3% (7)                  | 244     |
| Income: Under 50k        | 31% (367)   | 42% (500)       | 10% (121)         | 7% (81)       | 10% (120)               | 1189    |
| Income: 50k-100k         | 32% (212)   | 44% (293)       | 13% (88)          | 7% (44)       | 4% (25)                 | 662     |
| Income: 100k+            | 30% (105)   | 48% (166)       | 15% (51)          | 6% (21)       | 2% (6)                  | 349     |
| Ethnicity: White         | 29% (503)   | 46% (785)       | 12% (200)         | 7% (128)      | 6% (106)                | 1722    |
| Ethnicity: Hispanic      | 38% (134)   | 39% (137)       | 11% (39)          | 4% (14)       | 7% (25)                 | 349     |
| Ethnicity: Afr. Am.      | 39% (108)   | 34% (93)        | 12% (33)          | 5% (14)       | 9% (26)                 | 274     |

Continued on next page

**Table CMS15:** And how likely do you think it is that another pandemic like COVID-19 (coronavirus) will occur in your lifetime?

| Demographic                       | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|-----------------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                            | 31% (684)   | 44% (959)       | 12% (259)         | 7% (146)      | 7% (151)                | 2200    |
| Ethnicity: Other                  | 36% (73)    | 40% (81)        | 13% (27)          | 2% (4)        | 10% (19)                | 204     |
| All Christian                     | 30% (310)   | 45% (460)       | 13% (129)         | 8% (79)       | 5% (49)                 | 1029    |
| All Non-Christian                 | 30% (36)    | 48% (58)        | 13% (16)          | 4% (5)        | 6% (7)                  | 122     |
| Atheist                           | 27% (37)    | 59% (79)        | 6% (9)            | 3% (4)        | 4% (5)                  | 133     |
| Agnostic/Nothing in particular    | 29% (150)   | 42% (223)       | 13% (69)          | 6% (29)       | 10% (54)                | 526     |
| Something Else                    | 39% (151)   | 35% (139)       | 9% (37)           | 7% (29)       | 9% (36)                 | 391     |
| Religious Non-Protestant/Catholic | 34% (53)    | 47% (73)        | 11% (16)          | 5% (7)        | 4% (7)                  | 156     |
| Evangelical                       | 34% (191)   | 39% (220)       | 11% (63)          | 8% (46)       | 7% (41)                 | 560     |
| Non-Evangelical                   | 30% (244)   | 44% (360)       | 13% (102)         | 7% (59)       | 5% (44)                 | 809     |
| Community: Urban                  | 35% (210)   | 41% (245)       | 11% (67)          | 6% (36)       | 6% (36)                 | 594     |
| Community: Suburban               | 31% (327)   | 43% (455)       | 12% (127)         | 7% (74)       | 6% (63)                 | 1045    |
| Community: Rural                  | 26% (148)   | 46% (259)       | 12% (65)          | 6% (36)       | 9% (52)                 | 560     |
| Employ: Private Sector            | 35% (212)   | 44% (269)       | 12% (71)          | 5% (31)       | 5% (29)                 | 613     |
| Employ: Government                | 31% (48)    | 49% (75)        | 10% (15)          | 5% (7)        | 6% (9)                  | 154     |
| Employ: Self-Employed             | 35% (62)    | 33% (59)        | 18% (31)          | 7% (12)       | 7% (13)                 | 177     |
| Employ: Homemaker                 | 29% (39)    | 44% (60)        | 9% (12)           | 8% (11)       | 11% (14)                | 135     |
| Employ: Retired                   | 28% (136)   | 46% (227)       | 14% (71)          | 8% (39)       | 4% (19)                 | 492     |
| Employ: Unemployed                | 30% (97)    | 45% (145)       | 7% (23)           | 8% (25)       | 10% (33)                | 323     |
| Employ: Other                     | 29% (40)    | 40% (56)        | 12% (17)          | 7% (10)       | 12% (16)                | 140     |
| Military HH: Yes                  | 31% (106)   | 41% (140)       | 12% (41)          | 8% (28)       | 8% (27)                 | 343     |
| Military HH: No                   | 31% (578)   | 44% (819)       | 12% (219)         | 6% (118)      | 7% (124)                | 1857    |
| RD/WT: Right Direction            | 24% (142)   | 43% (252)       | 14% (80)          | 11% (64)      | 8% (45)                 | 583     |
| RD/WT: Wrong Track                | 34% (542)   | 44% (707)       | 11% (179)         | 5% (83)       | 7% (106)                | 1617    |
| Trump Job Approve                 | 24% (200)   | 48% (401)       | 13% (108)         | 10% (84)      | 6% (52)                 | 845     |
| Trump Job Disapprove              | 37% (469)   | 42% (529)       | 12% (148)         | 5% (61)       | 5% (61)                 | 1268    |
| Trump Job Strongly Approve        | 27% (125)   | 42% (195)       | 11% (53)          | 13% (60)      | 7% (31)                 | 464     |
| Trump Job Somewhat Approve        | 20% (75)    | 54% (206)       | 15% (55)          | 6% (24)       | 5% (20)                 | 381     |
| Trump Job Somewhat Disapprove     | 32% (73)    | 44% (101)       | 14% (32)          | 5% (11)       | 6% (14)                 | 230     |
| Trump Job Strongly Disapprove     | 38% (397)   | 41% (428)       | 11% (116)         | 5% (50)       | 5% (47)                 | 1037    |
| Favorable of Trump                | 24% (192)   | 48% (388)       | 13% (107)         | 11% (86)      | 5% (41)                 | 814     |
| Unfavorable of Trump              | 36% (466)   | 43% (544)       | 12% (149)         | 4% (55)       | 5% (64)                 | 1278    |

Continued on next page

**Table CMS15: And how likely do you think it is that another pandemic like COVID-19 (coronavirus) will occur in your lifetime?**

| Demographic                          | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know / No opinion | Total N |
|--------------------------------------|-------------|-----------------|-------------------|---------------|-------------------------|---------|
| Adults                               | 31% (684)   | 44% (959)       | 12% (259)         | 7% (146)      | 7% (151)                | 2200    |
| Very Favorable of Trump              | 26% (119)   | 43% (199)       | 12% (57)          | 14% (65)      | 5% (25)                 | 465     |
| Somewhat Favorable of Trump          | 21% (73)    | 54% (190)       | 14% (50)          | 6% (20)       | 5% (16)                 | 349     |
| Somewhat Unfavorable of Trump        | 25% (52)    | 48% (99)        | 17% (35)          | 4% (8)        | 6% (12)                 | 205     |
| Very Unfavorable of Trump            | 39% (414)   | 41% (445)       | 11% (113)         | 4% (47)       | 5% (53)                 | 1072    |
| #1 Issue: Economy                    | 33% (235)   | 46% (332)       | 12% (85)          | 6% (41)       | 4% (29)                 | 722     |
| #1 Issue: Security                   | 21% (56)    | 46% (120)       | 15% (38)          | 10% (26)      | 9% (23)                 | 263     |
| #1 Issue: Health Care                | 35% (148)   | 44% (188)       | 11% (47)          | 6% (24)       | 5% (20)                 | 427     |
| #1 Issue: Medicare / Social Security | 29% (81)    | 46% (128)       | 14% (39)          | 6% (16)       | 6% (18)                 | 282     |
| #1 Issue: Women's Issues             | 31% (34)    | 43% (48)        | 10% (11)          | 9% (10)       | 7% (8)                  | 111     |
| #1 Issue: Education                  | 28% (38)    | 30% (40)        | 9% (12)           | 10% (13)      | 22% (30)                | 132     |
| #1 Issue: Energy                     | 40% (35)    | 44% (39)        | 7% (6)            | 5% (4)        | 4% (4)                  | 88      |
| #1 Issue: Other                      | 33% (58)    | 37% (64)        | 12% (20)          | 7% (11)       | 12% (21)                | 175     |
| 2018 House Vote: Democrat            | 38% (287)   | 43% (324)       | 10% (76)          | 4% (31)       | 5% (41)                 | 760     |
| 2018 House Vote: Republican          | 27% (165)   | 46% (282)       | 14% (85)          | 11% (65)      | 3% (20)                 | 616     |
| 2018 House Vote: Someone else        | 34% (24)    | 39% (27)        | 12% (9)           | 8% (5)        | 7% (5)                  | 70      |
| 2016 Vote: Hillary Clinton           | 37% (254)   | 44% (306)       | 9% (65)           | 4% (27)       | 5% (37)                 | 689     |
| 2016 Vote: Donald Trump              | 27% (177)   | 45% (295)       | 15% (99)          | 10% (64)      | 4% (23)                 | 658     |
| 2016 Vote: Other                     | 34% (54)    | 40% (62)        | 11% (17)          | 9% (14)       | 6% (9)                  | 157     |
| 2016 Vote: Didn't Vote               | 29% (199)   | 43% (296)       | 11% (78)          | 6% (41)       | 12% (81)                | 696     |
| Voted in 2014: Yes                   | 33% (414)   | 44% (546)       | 12% (148)         | 7% (92)       | 4% (54)                 | 1255    |
| Voted in 2014: No                    | 29% (270)   | 44% (413)       | 12% (111)         | 6% (54)       | 10% (97)                | 945     |
| 2012 Vote: Barack Obama              | 37% (293)   | 43% (335)       | 10% (78)          | 5% (43)       | 5% (36)                 | 785     |
| 2012 Vote: Mitt Romney               | 26% (130)   | 46% (229)       | 14% (71)          | 9% (46)       | 4% (20)                 | 496     |
| 2012 Vote: Other                     | 38% (31)    | 36% (30)        | 14% (12)          | 7% (6)        | 5% (4)                  | 83      |
| 2012 Vote: Didn't Vote               | 27% (227)   | 44% (363)       | 12% (99)          | 6% (52)       | 11% (91)                | 831     |
| 4-Region: Northeast                  | 31% (122)   | 45% (177)       | 11% (45)          | 8% (30)       | 5% (19)                 | 394     |
| 4-Region: Midwest                    | 28% (130)   | 44% (203)       | 14% (66)          | 7% (34)       | 6% (29)                 | 462     |
| 4-Region: South                      | 32% (265)   | 40% (333)       | 12% (98)          | 7% (58)       | 9% (70)                 | 824     |
| 4-Region: West                       | 32% (167)   | 47% (245)       | 10% (50)          | 5% (24)       | 6% (33)                 | 520     |
| Frequent Flyer                       | 35% (95)    | 41% (113)       | 12% (32)          | 9% (24)       | 3% (9)                  | 273     |
| International Travel                 | 35% (149)   | 41% (173)       | 14% (59)          | 6% (25)       | 3% (14)                 | 420     |

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**Table CMS15:** *And how likely do you think it is that another pandemic like COVID-19 (coronavirus) will occur in your lifetime?*

| <b>Demographic</b>                    | <b>Very likely</b> |       | <b>Somewhat likely</b> |       | <b>Somewhat unlikely</b> |       | <b>Very unlikely</b> |       | <b>Don't know / No opinion</b> |       | <b>Total N</b> |
|---------------------------------------|--------------------|-------|------------------------|-------|--------------------------|-------|----------------------|-------|--------------------------------|-------|----------------|
| Adults                                | 31%                | (684) | 44%                    | (959) | 12%                      | (259) | 7%                   | (146) | 7%                             | (151) | 2200           |
| Sports fans                           | 31%                | (448) | 45%                    | (657) | 13%                      | (191) | 6%                   | (87)  | 5%                             | (74)  | 1457           |
| Heard a lot/some about new H1N1       | 40%                | (402) | 43%                    | (430) | 9%                       | (94)  | 4%                   | (37)  | 3%                             | (33)  | 997            |
| Heard not much/nothing about new H1N1 | 23%                | (282) | 44%                    | (529) | 14%                      | (165) | 9%                   | (109) | 10%                            | (118) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMS16:** How much have you seen, read or heard about a new strain of the H1N1 swine flu spreading among pigs in Chinese farms that some believe could lead to a new pandemic?

| Demographic              | A lot |       | Some |       | Not much |       | Nothing at all |       | Total N |
|--------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults                   | 8%    | (177) | 37%  | (820) | 27%      | (594) | 28%            | (610) | 2200    |
| Gender: Male             | 9%    | (94)  | 38%  | (407) | 27%      | (292) | 25%            | (269) | 1062    |
| Gender: Female           | 7%    | (83)  | 36%  | (413) | 27%      | (302) | 30%            | (340) | 1138    |
| Age: 18-34               | 8%    | (52)  | 40%  | (264) | 28%      | (181) | 24%            | (158) | 655     |
| Age: 35-44               | 11%   | (41)  | 38%  | (137) | 24%      | (87)  | 26%            | (93)  | 358     |
| Age: 45-64               | 8%    | (62)  | 37%  | (275) | 26%      | (196) | 29%            | (217) | 751     |
| Age: 65+                 | 5%    | (22)  | 33%  | (144) | 29%      | (129) | 32%            | (141) | 436     |
| GenZers: 1997-2012       | 6%    | (20)  | 38%  | (128) | 32%      | (110) | 24%            | (81)  | 340     |
| Millennials: 1981-1996   | 10%   | (48)  | 41%  | (202) | 24%      | (119) | 25%            | (122) | 492     |
| GenXers: 1965-1980       | 11%   | (60)  | 35%  | (189) | 25%      | (133) | 29%            | (157) | 539     |
| Baby Boomers: 1946-1964  | 6%    | (45)  | 38%  | (283) | 28%      | (208) | 29%            | (215) | 752     |
| PID: Dem (no lean)       | 8%    | (68)  | 39%  | (319) | 28%      | (230) | 25%            | (206) | 823     |
| PID: Ind (no lean)       | 5%    | (39)  | 41%  | (297) | 25%      | (178) | 29%            | (207) | 720     |
| PID: Rep (no lean)       | 11%   | (70)  | 31%  | (204) | 28%      | (186) | 30%            | (197) | 657     |
| PID/Gender: Dem Men      | 10%   | (35)  | 39%  | (140) | 28%      | (100) | 24%            | (85)  | 360     |
| PID/Gender: Dem Women    | 7%    | (33)  | 39%  | (178) | 28%      | (131) | 26%            | (121) | 462     |
| PID/Gender: Ind Men      | 4%    | (16)  | 43%  | (155) | 26%      | (92)  | 27%            | (98)  | 362     |
| PID/Gender: Ind Women    | 6%    | (22)  | 40%  | (142) | 24%      | (85)  | 30%            | (109) | 358     |
| PID/Gender: Rep Men      | 13%   | (43)  | 33%  | (111) | 29%      | (99)  | 25%            | (86)  | 339     |
| PID/Gender: Rep Women    | 9%    | (28)  | 29%  | (93)  | 27%      | (86)  | 35%            | (111) | 318     |
| Ideo: Liberal (1-3)      | 9%    | (56)  | 43%  | (279) | 27%      | (172) | 21%            | (137) | 644     |
| Ideo: Moderate (4)       | 7%    | (38)  | 39%  | (221) | 26%      | (149) | 29%            | (163) | 572     |
| Ideo: Conservative (5-7) | 10%   | (70)  | 33%  | (239) | 29%      | (208) | 29%            | (206) | 724     |
| Educ: < College          | 8%    | (119) | 35%  | (534) | 27%      | (412) | 30%            | (447) | 1512    |
| Educ: Bachelors degree   | 8%    | (35)  | 42%  | (187) | 26%      | (114) | 24%            | (108) | 444     |
| Educ: Post-grad          | 9%    | (23)  | 41%  | (99)  | 28%      | (68)  | 22%            | (54)  | 244     |
| Income: Under 50k        | 7%    | (86)  | 35%  | (420) | 27%      | (324) | 30%            | (358) | 1189    |
| Income: 50k-100k         | 10%   | (68)  | 40%  | (261) | 26%      | (169) | 25%            | (163) | 662     |
| Income: 100k+            | 6%    | (23)  | 39%  | (138) | 29%      | (101) | 25%            | (88)  | 349     |
| Ethnicity: White         | 8%    | (141) | 38%  | (647) | 26%      | (452) | 28%            | (482) | 1722    |
| Ethnicity: Hispanic      | 10%   | (35)  | 43%  | (151) | 33%      | (114) | 14%            | (49)  | 349     |
| Ethnicity: Afr. Am.      | 5%    | (15)  | 37%  | (101) | 27%      | (74)  | 31%            | (85)  | 274     |

Continued on next page

**Table CMS16:** How much have you seen, read or heard about a new strain of the H1N1 swine flu spreading among pigs in Chinese farms that some believe could lead to a new pandemic?

| Demographic                       | A lot |       | Some |       | Not much |       | Nothing at all |       | Total N |
|-----------------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults                            | 8%    | (177) | 37%  | (820) | 27%      | (594) | 28%            | (610) | 2200    |
| Ethnicity: Other                  | 10%   | (21)  | 35%  | (72)  | 33%      | (68)  | 21%            | (43)  | 204     |
| All Christian                     | 8%    | (80)  | 37%  | (382) | 27%      | (278) | 28%            | (289) | 1029    |
| All Non-Christian                 | 13%   | (15)  | 43%  | (52)  | 21%      | (26)  | 23%            | (28)  | 122     |
| Atheist                           | 7%    | (10)  | 44%  | (59)  | 29%      | (39)  | 19%            | (25)  | 133     |
| Agnostic/Nothing in particular    | 6%    | (33)  | 38%  | (201) | 25%      | (133) | 30%            | (158) | 526     |
| Something Else                    | 10%   | (39)  | 32%  | (125) | 30%      | (118) | 28%            | (109) | 391     |
| Religious Non-Protestant/Catholic | 11%   | (17)  | 42%  | (65)  | 22%      | (35)  | 25%            | (40)  | 156     |
| Evangelical                       | 10%   | (59)  | 34%  | (189) | 25%      | (141) | 31%            | (172) | 560     |
| Non-Evangelical                   | 6%    | (50)  | 37%  | (302) | 30%      | (245) | 26%            | (213) | 809     |
| Community: Urban                  | 10%   | (59)  | 40%  | (238) | 25%      | (151) | 25%            | (147) | 594     |
| Community: Suburban               | 8%    | (80)  | 37%  | (390) | 29%      | (299) | 26%            | (276) | 1045    |
| Community: Rural                  | 7%    | (38)  | 34%  | (192) | 26%      | (145) | 33%            | (186) | 560     |
| Employ: Private Sector            | 9%    | (58)  | 42%  | (258) | 26%      | (161) | 22%            | (136) | 613     |
| Employ: Government                | 11%   | (16)  | 40%  | (62)  | 30%      | (47)  | 19%            | (30)  | 154     |
| Employ: Self-Employed             | 13%   | (23)  | 37%  | (65)  | 28%      | (50)  | 22%            | (38)  | 177     |
| Employ: Homemaker                 | 6%    | (7)   | 33%  | (45)  | 25%      | (34)  | 36%            | (48)  | 135     |
| Employ: Retired                   | 8%    | (39)  | 33%  | (163) | 28%      | (138) | 31%            | (153) | 492     |
| Employ: Unemployed                | 5%    | (17)  | 41%  | (131) | 22%      | (70)  | 33%            | (106) | 323     |
| Employ: Other                     | 8%    | (11)  | 26%  | (37)  | 29%      | (41)  | 37%            | (51)  | 140     |
| Military HH: Yes                  | 9%    | (29)  | 39%  | (132) | 24%      | (81)  | 29%            | (101) | 343     |
| Military HH: No                   | 8%    | (148) | 37%  | (688) | 28%      | (513) | 27%            | (509) | 1857    |
| RD/WT: Right Direction            | 11%   | (62)  | 34%  | (200) | 27%      | (158) | 28%            | (163) | 583     |
| RD/WT: Wrong Track                | 7%    | (115) | 38%  | (620) | 27%      | (435) | 28%            | (447) | 1617    |
| Trump Job Approve                 | 9%    | (80)  | 32%  | (270) | 27%      | (231) | 31%            | (265) | 845     |
| Trump Job Disapprove              | 7%    | (94)  | 41%  | (520) | 27%      | (346) | 24%            | (308) | 1268    |
| Trump Job Strongly Approve        | 14%   | (64)  | 30%  | (141) | 27%      | (123) | 29%            | (137) | 464     |
| Trump Job Somewhat Approve        | 4%    | (16)  | 34%  | (129) | 28%      | (107) | 34%            | (128) | 381     |
| Trump Job Somewhat Disapprove     | 8%    | (19)  | 32%  | (74)  | 30%      | (69)  | 30%            | (69)  | 230     |
| Trump Job Strongly Disapprove     | 7%    | (75)  | 43%  | (446) | 27%      | (278) | 23%            | (239) | 1037    |
| Favorable of Trump                | 9%    | (75)  | 33%  | (270) | 27%      | (218) | 31%            | (252) | 814     |
| Unfavorable of Trump              | 7%    | (95)  | 42%  | (534) | 27%      | (344) | 24%            | (305) | 1278    |

Continued on next page

**Table CMS16:** How much have you seen, read or heard about a new strain of the H1N1 swine flu spreading among pigs in Chinese farms that some believe could lead to a new pandemic?

| Demographic                          | A lot |       | Some |       | Not much |       | Nothing at all |       | Total N |
|--------------------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults                               | 8%    | (177) | 37%  | (820) | 27%      | (594) | 28%            | (610) | 2200    |
| Very Favorable of Trump              | 12%   | (57)  | 32%  | (148) | 27%      | (124) | 29%            | (135) | 465     |
| Somewhat Favorable of Trump          | 5%    | (18)  | 35%  | (121) | 27%      | (94)  | 33%            | (116) | 349     |
| Somewhat Unfavorable of Trump        | 7%    | (14)  | 35%  | (71)  | 29%      | (59)  | 29%            | (60)  | 205     |
| Very Unfavorable of Trump            | 8%    | (81)  | 43%  | (462) | 27%      | (284) | 23%            | (245) | 1072    |
| #1 Issue: Economy                    | 8%    | (57)  | 41%  | (294) | 25%      | (184) | 26%            | (187) | 722     |
| #1 Issue: Security                   | 7%    | (18)  | 35%  | (91)  | 29%      | (77)  | 29%            | (77)  | 263     |
| #1 Issue: Health Care                | 11%   | (47)  | 39%  | (168) | 27%      | (117) | 22%            | (94)  | 427     |
| #1 Issue: Medicare / Social Security | 8%    | (22)  | 33%  | (94)  | 23%      | (66)  | 36%            | (100) | 282     |
| #1 Issue: Women's Issues             | 4%    | (4)   | 35%  | (39)  | 27%      | (30)  | 34%            | (38)  | 111     |
| #1 Issue: Education                  | 4%    | (5)   | 28%  | (37)  | 36%      | (48)  | 32%            | (43)  | 132     |
| #1 Issue: Energy                     | 15%   | (13)  | 47%  | (41)  | 24%      | (21)  | 14%            | (13)  | 88      |
| #1 Issue: Other                      | 6%    | (10)  | 33%  | (57)  | 29%      | (51)  | 33%            | (57)  | 175     |
| 2018 House Vote: Democrat            | 8%    | (61)  | 42%  | (320) | 27%      | (205) | 23%            | (173) | 760     |
| 2018 House Vote: Republican          | 10%   | (60)  | 35%  | (215) | 28%      | (174) | 27%            | (167) | 616     |
| 2018 House Vote: Someone else        | 10%   | (7)   | 35%  | (25)  | 20%      | (14)  | 34%            | (24)  | 70      |
| 2016 Vote: Hillary Clinton           | 8%    | (58)  | 40%  | (274) | 27%      | (184) | 25%            | (174) | 689     |
| 2016 Vote: Donald Trump              | 10%   | (67)  | 34%  | (221) | 28%      | (183) | 28%            | (187) | 658     |
| 2016 Vote: Other                     | 4%    | (7)   | 46%  | (72)  | 29%      | (46)  | 21%            | (33)  | 157     |
| 2016 Vote: Didn't Vote               | 7%    | (45)  | 36%  | (253) | 26%      | (181) | 31%            | (216) | 696     |
| Voted in 2014: Yes                   | 8%    | (105) | 39%  | (492) | 27%      | (333) | 26%            | (325) | 1255    |
| Voted in 2014: No                    | 8%    | (72)  | 35%  | (328) | 28%      | (261) | 30%            | (284) | 945     |
| 2012 Vote: Barack Obama              | 8%    | (61)  | 40%  | (314) | 25%      | (199) | 27%            | (211) | 785     |
| 2012 Vote: Mitt Romney               | 9%    | (42)  | 33%  | (163) | 30%      | (149) | 28%            | (141) | 496     |
| 2012 Vote: Other                     | 6%    | (5)   | 49%  | (41)  | 15%      | (13)  | 30%            | (25)  | 83      |
| 2012 Vote: Didn't Vote               | 8%    | (66)  | 36%  | (301) | 28%      | (231) | 28%            | (232) | 831     |
| 4-Region: Northeast                  | 11%   | (45)  | 38%  | (150) | 23%      | (91)  | 27%            | (108) | 394     |
| 4-Region: Midwest                    | 8%    | (39)  | 39%  | (179) | 25%      | (115) | 28%            | (129) | 462     |
| 4-Region: South                      | 8%    | (63)  | 35%  | (288) | 27%      | (224) | 30%            | (249) | 824     |
| 4-Region: West                       | 6%    | (30)  | 39%  | (203) | 31%      | (163) | 24%            | (124) | 520     |
| Frequent Flyer                       | 17%   | (46)  | 39%  | (105) | 25%      | (67)  | 20%            | (55)  | 273     |
| International Travel                 | 17%   | (70)  | 40%  | (167) | 26%      | (109) | 18%            | (74)  | 420     |

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**Table CMS16:** How much have you seen, read or heard about a new strain of the H1N1 swine flu spreading among pigs in Chinese farms that some believe could lead to a new pandemic?

| Demographic                           | A lot |       | Some |       | Not much |       | Nothing at all |       | Total N |
|---------------------------------------|-------|-------|------|-------|----------|-------|----------------|-------|---------|
| Adults                                | 8%    | (177) | 37%  | (820) | 27%      | (594) | 28%            | (610) | 2200    |
| Sports fans                           | 9%    | (134) | 37%  | (546) | 28%      | (414) | 25%            | (363) | 1457    |
| Heard a lot/some about new H1N1       | 18%   | (177) | 82%  | (820) | —        | (0)   | —              | (0)   | 997     |
| Heard not much/nothing about new H1N1 | —     | (0)   | —    | (0)   | 49%      | (594) | 51%            | (610) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem1\_1: In the past year, how many times have you done the following?**  
Traveled within the U.S.

| Demographic              | None      | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------|-----------|--------------|--------------|---------------|--------------------|---------|
| Adults                   | 35% (759) | 43% (939)    | 13% (279)    | 4% (95)       | 6% (127)           | 2200    |
| Gender: Male             | 34% (366) | 41% (432)    | 15% (154)    | 4% (42)       | 6% (68)            | 1062    |
| Gender: Female           | 35% (393) | 45% (508)    | 11% (125)    | 5% (53)       | 5% (60)            | 1138    |
| Age: 18-34               | 29% (193) | 42% (274)    | 16% (103)    | 6% (37)       | 7% (49)            | 655     |
| Age: 35-44               | 34% (123) | 41% (147)    | 13% (45)     | 5% (16)       | 7% (26)            | 358     |
| Age: 45-64               | 36% (274) | 44% (328)    | 11% (86)     | 3% (21)       | 6% (43)            | 751     |
| Age: 65+                 | 39% (169) | 44% (191)    | 10% (45)     | 5% (21)       | 2% (9)             | 436     |
| GenZers: 1997-2012       | 30% (102) | 38% (130)    | 15% (50)     | 7% (25)       | 10% (33)           | 340     |
| Millennials: 1981-1996   | 30% (147) | 45% (220)    | 15% (72)     | 5% (23)       | 6% (30)            | 492     |
| GenXers: 1965-1980       | 37% (199) | 39% (210)    | 13% (72)     | 4% (20)       | 7% (38)            | 539     |
| Baby Boomers: 1946-1964  | 38% (282) | 45% (341)    | 11% (80)     | 3% (23)       | 3% (26)            | 752     |
| PID: Dem (no lean)       | 35% (288) | 44% (359)    | 12% (95)     | 5% (41)       | 5% (40)            | 823     |
| PID: Ind (no lean)       | 38% (271) | 41% (292)    | 14% (97)     | 3% (21)       | 5% (38)            | 720     |
| PID: Rep (no lean)       | 30% (200) | 44% (288)    | 13% (87)     | 5% (34)       | 7% (49)            | 657     |
| PID/Gender: Dem Men      | 39% (139) | 41% (149)    | 11% (38)     | 4% (14)       | 6% (20)            | 360     |
| PID/Gender: Dem Women    | 32% (149) | 45% (210)    | 12% (57)     | 6% (27)       | 4% (20)            | 462     |
| PID/Gender: Ind Men      | 36% (129) | 40% (144)    | 17% (62)     | 3% (10)       | 5% (18)            | 362     |
| PID/Gender: Ind Women    | 40% (143) | 41% (148)    | 10% (35)     | 3% (11)       | 6% (20)            | 358     |
| PID/Gender: Rep Men      | 29% (98)  | 41% (139)    | 16% (54)     | 6% (19)       | 9% (29)            | 339     |
| PID/Gender: Rep Women    | 32% (101) | 47% (149)    | 10% (33)     | 5% (14)       | 6% (20)            | 318     |
| Ideo: Liberal (1-3)      | 29% (186) | 45% (289)    | 15% (96)     | 6% (41)       | 5% (33)            | 644     |
| Ideo: Moderate (4)       | 40% (231) | 40% (231)    | 12% (66)     | 2% (14)       | 5% (30)            | 572     |
| Ideo: Conservative (5-7) | 29% (207) | 46% (336)    | 13% (97)     | 5% (34)       | 7% (49)            | 724     |
| Educ: < College          | 41% (623) | 40% (601)    | 10% (154)    | 4% (56)       | 5% (79)            | 1512    |
| Educ: Bachelors degree   | 24% (105) | 48% (211)    | 17% (76)     | 6% (27)       | 6% (25)            | 444     |
| Educ: Post-grad          | 13% (32)  | 52% (127)    | 20% (50)     | 5% (13)       | 9% (23)            | 244     |
| Income: Under 50k        | 48% (573) | 37% (439)    | 7% (89)      | 3% (35)       | 5% (54)            | 1189    |
| Income: 50k-100k         | 22% (142) | 51% (338)    | 17% (110)    | 5% (34)       | 6% (38)            | 662     |
| Income: 100k+            | 13% (44)  | 47% (163)    | 23% (81)     | 8% (27)       | 10% (35)           | 349     |
| Ethnicity: White         | 33% (562) | 43% (749)    | 14% (235)    | 4% (75)       | 6% (101)           | 1722    |
| Ethnicity: Hispanic      | 34% (120) | 40% (141)    | 14% (49)     | 7% (23)       | 5% (17)            | 349     |

Continued on next page

**Table CMSdem1\_1:** *In the past year, how many times have you done the following?**Traveled within the U.S.*

| Demographic                       | None      | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|-----------------------------------|-----------|--------------|--------------|---------------|--------------------|---------|
| Adults                            | 35% (759) | 43% (939)    | 13% (279)    | 4% (95)       | 6% (127)           | 2200    |
| Ethnicity: Afr. Am.               | 42% (116) | 39% (107)    | 8% (22)      | 5% (14)       | 5% (14)            | 274     |
| Ethnicity: Other                  | 40% (81)  | 41% (83)     | 11% (22)     | 3% (6)        | 6% (12)            | 204     |
| All Christian                     | 32% (329) | 44% (457)    | 13% (131)    | 5% (54)       | 6% (58)            | 1029    |
| All Non-Christian                 | 25% (30)  | 46% (56)     | 18% (22)     | 3% (3)        | 9% (11)            | 122     |
| Atheist                           | 29% (39)  | 44% (59)     | 18% (24)     | 4% (5)        | 5% (7)             | 133     |
| Agnostic/Nothing in particular    | 43% (225) | 36% (191)    | 12% (64)     | 4% (19)       | 5% (27)            | 526     |
| Something Else                    | 35% (137) | 45% (177)    | 10% (38)     | 4% (14)       | 6% (25)            | 391     |
| Religious Non-Protestant/Catholic | 28% (44)  | 45% (71)     | 17% (26)     | 3% (5)        | 7% (11)            | 156     |
| Evangelical                       | 33% (185) | 46% (257)    | 10% (58)     | 5% (26)       | 6% (35)            | 560     |
| Non-Evangelical                   | 33% (265) | 44% (357)    | 13% (104)    | 5% (40)       | 5% (43)            | 809     |
| Community: Urban                  | 38% (226) | 40% (235)    | 11% (67)     | 5% (32)       | 6% (34)            | 594     |
| Community: Suburban               | 27% (287) | 48% (500)    | 15% (157)    | 4% (40)       | 6% (62)            | 1045    |
| Community: Rural                  | 44% (246) | 36% (204)    | 10% (55)     | 4% (23)       | 6% (32)            | 560     |
| Employ: Private Sector            | 22% (137) | 47% (290)    | 18% (110)    | 5% (31)       | 7% (44)            | 613     |
| Employ: Government                | 22% (34)  | 48% (75)     | 11% (17)     | 6% (9)        | 13% (20)           | 154     |
| Employ: Self-Employed             | 35% (62)  | 38% (68)     | 11% (20)     | 5% (9)        | 10% (17)           | 177     |
| Employ: Homemaker                 | 46% (62)  | 34% (45)     | 9% (12)      | 6% (8)        | 5% (6)             | 135     |
| Employ: Retired                   | 42% (209) | 43% (209)    | 10% (48)     | 3% (15)       | 2% (11)            | 492     |
| Employ: Unemployed                | 49% (160) | 38% (124)    | 7% (24)      | 1% (2)        | 4% (13)            | 323     |
| Employ: Other                     | 42% (59)  | 46% (64)     | 6% (9)       | 3% (4)        | 3% (4)             | 140     |
| Military HH: Yes                  | 29% (101) | 45% (155)    | 12% (40)     | 8% (26)       | 6% (21)            | 343     |
| Military HH: No                   | 35% (659) | 42% (784)    | 13% (239)    | 4% (69)       | 6% (106)           | 1857    |
| RD/WT: Right Direction            | 31% (181) | 43% (252)    | 13% (75)     | 6% (32)       | 7% (43)            | 583     |
| RD/WT: Wrong Track                | 36% (578) | 43% (687)    | 13% (204)    | 4% (63)       | 5% (85)            | 1617    |
| Trump Job Approve                 | 33% (276) | 43% (367)    | 11% (93)     | 5% (41)       | 8% (68)            | 845     |
| Trump Job Disapprove              | 34% (431) | 43% (547)    | 14% (182)    | 4% (52)       | 4% (56)            | 1268    |
| Trump Job Strongly Approve        | 34% (160) | 42% (197)    | 8% (39)      | 6% (28)       | 9% (41)            | 464     |
| Trump Job Somewhat Approve        | 31% (117) | 45% (171)    | 14% (54)     | 3% (13)       | 7% (27)            | 381     |
| Trump Job Somewhat Disapprove     | 30% (70)  | 41% (95)     | 19% (44)     | 5% (12)       | 4% (9)             | 230     |
| Trump Job Strongly Disapprove     | 35% (360) | 44% (452)    | 13% (138)    | 4% (40)       | 5% (47)            | 1037    |

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**Table CMSdem1\_1:** *In the past year, how many times have you done the following?*  
*Traveled within the U.S.*

| Demographic                          | None |       | 1 to 3 times |       | 4 to 6 times |       | 7 to 10 times |      | More than 10 times |       | Total N |
|--------------------------------------|------|-------|--------------|-------|--------------|-------|---------------|------|--------------------|-------|---------|
| Adults                               | 35%  | (759) | 43%          | (939) | 13%          | (279) | 4%            | (95) | 6%                 | (127) | 2200    |
| Favorable of Trump                   | 32%  | (262) | 45%          | (364) | 11%          | (93)  | 5%            | (38) | 7%                 | (57)  | 814     |
| Unfavorable of Trump                 | 34%  | (435) | 43%          | (551) | 14%          | (177) | 4%            | (55) | 5%                 | (60)  | 1278    |
| Very Favorable of Trump              | 35%  | (161) | 43%          | (201) | 11%          | (52)  | 5%            | (23) | 6%                 | (28)  | 465     |
| Somewhat Favorable of Trump          | 29%  | (102) | 47%          | (163) | 12%          | (41)  | 4%            | (15) | 8%                 | (29)  | 349     |
| Somewhat Unfavorable of Trump        | 30%  | (61)  | 40%          | (83)  | 21%          | (42)  | 3%            | (7)  | 6%                 | (12)  | 205     |
| Very Unfavorable of Trump            | 35%  | (373) | 44%          | (469) | 13%          | (135) | 4%            | (47) | 4%                 | (47)  | 1072    |
| #1 Issue: Economy                    | 30%  | (216) | 46%          | (333) | 13%          | (97)  | 4%            | (28) | 7%                 | (48)  | 722     |
| #1 Issue: Security                   | 29%  | (77)  | 47%          | (125) | 15%          | (38)  | 4%            | (10) | 5%                 | (13)  | 263     |
| #1 Issue: Health Care                | 36%  | (153) | 45%          | (193) | 11%          | (45)  | 5%            | (20) | 3%                 | (15)  | 427     |
| #1 Issue: Medicare / Social Security | 45%  | (127) | 38%          | (108) | 11%          | (32)  | 3%            | (8)  | 2%                 | (7)   | 282     |
| #1 Issue: Women's Issues             | 30%  | (33)  | 42%          | (46)  | 16%          | (17)  | 5%            | (5)  | 8%                 | (9)   | 111     |
| #1 Issue: Education                  | 30%  | (40)  | 40%          | (53)  | 15%          | (20)  | 7%            | (9)  | 8%                 | (10)  | 132     |
| #1 Issue: Energy                     | 37%  | (32)  | 30%          | (26)  | 14%          | (12)  | 6%            | (6)  | 12%                | (11)  | 88      |
| #1 Issue: Other                      | 46%  | (80)  | 31%          | (55)  | 10%          | (17)  | 5%            | (8)  | 8%                 | (15)  | 175     |
| 2018 House Vote: Democrat            | 33%  | (248) | 46%          | (350) | 12%          | (93)  | 5%            | (35) | 5%                 | (35)  | 760     |
| 2018 House Vote: Republican          | 27%  | (164) | 46%          | (281) | 14%          | (88)  | 5%            | (31) | 9%                 | (53)  | 616     |
| 2018 House Vote: Someone else        | 39%  | (27)  | 36%          | (25)  | 17%          | (12)  | 5%            | (3)  | 3%                 | (2)   | 70      |
| 2016 Vote: Hillary Clinton           | 35%  | (238) | 45%          | (312) | 11%          | (76)  | 5%            | (35) | 4%                 | (29)  | 689     |
| 2016 Vote: Donald Trump              | 28%  | (187) | 46%          | (300) | 13%          | (84)  | 5%            | (32) | 8%                 | (55)  | 658     |
| 2016 Vote: Other                     | 32%  | (50)  | 43%          | (67)  | 19%          | (30)  | 2%            | (3)  | 4%                 | (6)   | 157     |
| 2016 Vote: Didn't Vote               | 41%  | (284) | 37%          | (260) | 13%          | (89)  | 4%            | (25) | 5%                 | (37)  | 696     |
| Voted in 2014: Yes                   | 31%  | (389) | 46%          | (574) | 13%          | (167) | 4%            | (53) | 6%                 | (72)  | 1255    |
| Voted in 2014: No                    | 39%  | (370) | 39%          | (366) | 12%          | (112) | 4%            | (42) | 6%                 | (56)  | 945     |
| 2012 Vote: Barack Obama              | 34%  | (270) | 45%          | (353) | 13%          | (99)  | 4%            | (28) | 4%                 | (35)  | 785     |
| 2012 Vote: Mitt Romney               | 29%  | (146) | 46%          | (228) | 13%          | (67)  | 5%            | (27) | 6%                 | (29)  | 496     |
| 2012 Vote: Other                     | 39%  | (32)  | 36%          | (30)  | 12%          | (10)  | 4%            | (3)  | 9%                 | (8)   | 83      |
| 2012 Vote: Didn't Vote               | 37%  | (307) | 39%          | (328) | 12%          | (103) | 4%            | (37) | 7%                 | (56)  | 831     |

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**Table CMSdem1\_1:** In the past year, how many times have you done the following?

Traveled within the U.S.

| Demographic                           | None |       | 1 to 3 times |       | 4 to 6 times |       | 7 to 10 times |      | More than 10 times |       | Total N |
|---------------------------------------|------|-------|--------------|-------|--------------|-------|---------------|------|--------------------|-------|---------|
| Adults                                | 35%  | (759) | 43%          | (939) | 13%          | (279) | 4%            | (95) | 6%                 | (127) | 2200    |
| 4-Region: Northeast                   | 32%  | (127) | 44%          | (172) | 13%          | (51)  | 5%            | (19) | 6%                 | (23)  | 394     |
| 4-Region: Midwest                     | 34%  | (159) | 45%          | (207) | 11%          | (53)  | 3%            | (16) | 6%                 | (28)  | 462     |
| 4-Region: South                       | 35%  | (285) | 41%          | (342) | 13%          | (109) | 5%            | (38) | 6%                 | (50)  | 824     |
| 4-Region: West                        | 36%  | (188) | 42%          | (218) | 13%          | (66)  | 4%            | (22) | 5%                 | (26)  | 520     |
| Frequent Flyer                        | 1%   | (4)   | 17%          | (46)  | 40%          | (109) | 15%           | (42) | 26%                | (72)  | 273     |
| International Travel                  | 8%   | (35)  | 44%          | (187) | 23%          | (96)  | 9%            | (40) | 15%                | (62)  | 420     |
| Sports fans                           | 29%  | (419) | 46%          | (669) | 14%          | (199) | 5%            | (75) | 7%                 | (96)  | 1457    |
| Heard a lot/some about new H1N1       | 32%  | (318) | 42%          | (417) | 14%          | (144) | 5%            | (51) | 7%                 | (67)  | 997     |
| Heard not much/nothing about new H1N1 | 37%  | (442) | 43%          | (522) | 11%          | (136) | 4%            | (44) | 5%                 | (60)  | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem1\_2:** *In the past year, how many times have you done the following?  
Traveled outside of the U.S.*

| Demographic              | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                   | 81% (1780) | 14% (311)    | 2% (46)      | 1% (23)       | 2% (41)            | 2200    |
| Gender: Male             | 79% (839)  | 14% (149)    | 3% (37)      | 2% (18)       | 2% (19)            | 1062    |
| Gender: Female           | 83% (941)  | 14% (161)    | 1% (9)       | — (5)         | 2% (22)            | 1138    |
| Age: 18-34               | 76% (496)  | 16% (102)    | 3% (20)      | 2% (11)       | 4% (26)            | 655     |
| Age: 35-44               | 78% (278)  | 17% (60)     | 2% (9)       | 2% (6)        | 1% (4)             | 358     |
| Age: 45-64               | 84% (629)  | 12% (92)     | 2% (13)      | 1% (6)        | 1% (11)            | 751     |
| Age: 65+                 | 86% (377)  | 13% (56)     | 1% (4)       | — (0)         | — (0)              | 436     |
| GenZers: 1997-2012       | 73% (248)  | 17% (56)     | 3% (10)      | 2% (7)        | 5% (18)            | 340     |
| Millennials: 1981-1996   | 77% (380)  | 17% (83)     | 3% (13)      | 1% (7)        | 2% (10)            | 492     |
| GenXers: 1965-1980       | 80% (433)  | 14% (78)     | 2% (12)      | 2% (8)        | 1% (7)             | 539     |
| Baby Boomers: 1946-1964  | 87% (652)  | 11% (84)     | 1% (9)       | — (1)         | 1% (6)             | 752     |
| PID: Dem (no lean)       | 80% (656)  | 16% (135)    | 2% (15)      | 1% (9)        | 1% (8)             | 823     |
| PID: Ind (no lean)       | 84% (603)  | 13% (92)     | 1% (6)       | 1% (6)        | 2% (13)            | 720     |
| PID: Rep (no lean)       | 79% (520)  | 13% (84)     | 4% (24)      | 1% (9)        | 3% (20)            | 657     |
| PID/Gender: Dem Men      | 78% (283)  | 16% (57)     | 3% (10)      | 2% (6)        | 2% (5)             | 360     |
| PID/Gender: Dem Women    | 81% (374)  | 17% (78)     | 1% (5)       | 1% (3)        | — (2)              | 462     |
| PID/Gender: Ind Men      | 81% (294)  | 15% (54)     | 1% (4)       | 2% (6)        | 1% (4)             | 362     |
| PID/Gender: Ind Women    | 86% (309)  | 11% (38)     | — (2)        | — (0)         | 2% (9)             | 358     |
| PID/Gender: Rep Men      | 77% (262)  | 11% (39)     | 7% (22)      | 2% (7)        | 3% (9)             | 339     |
| PID/Gender: Rep Women    | 81% (258)  | 14% (45)     | 1% (2)       | 1% (2)        | 3% (11)            | 318     |
| Ideo: Liberal (1-3)      | 78% (500)  | 18% (116)    | 2% (14)      | 1% (9)        | 1% (6)             | 644     |
| Ideo: Moderate (4)       | 83% (473)  | 14% (82)     | 1% (6)       | 1% (4)        | 1% (8)             | 572     |
| Ideo: Conservative (5-7) | 80% (577)  | 14% (99)     | 3% (23)      | 1% (7)        | 3% (19)            | 724     |
| Educ: < College          | 86% (1298) | 10% (147)    | 2% (26)      | 1% (13)       | 2% (28)            | 1512    |
| Educ: Bachelors degree   | 74% (327)  | 22% (98)     | 2% (9)       | 1% (3)        | 2% (7)             | 444     |
| Educ: Post-grad          | 63% (155)  | 27% (65)     | 4% (11)      | 3% (8)        | 2% (5)             | 244     |
| Income: Under 50k        | 88% (1052) | 8% (95)      | 1% (11)      | — (5)         | 2% (26)            | 1189    |
| Income: 50k-100k         | 78% (517)  | 16% (108)    | 3% (18)      | 1% (10)       | 1% (9)             | 662     |
| Income: 100k+            | 60% (211)  | 31% (108)    | 5% (17)      | 2% (8)        | 2% (6)             | 349     |
| Ethnicity: White         | 82% (1417) | 13% (232)    | 2% (30)      | 1% (17)       | 2% (26)            | 1722    |
| Ethnicity: Hispanic      | 70% (243)  | 20% (70)     | 5% (16)      | 1% (5)        | 4% (15)            | 349     |

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**Table CMSdem1\_2:** *In the past year, how many times have you done the following?*  
*Traveled outside of the U.S.*

| Demographic                       | None |        | 1 to 3 times |       | 4 to 6 times |      | 7 to 10 times |      | More than 10 times |      | Total N |
|-----------------------------------|------|--------|--------------|-------|--------------|------|---------------|------|--------------------|------|---------|
| Adults                            | 81%  | (1780) | 14%          | (311) | 2%           | (46) | 1%            | (23) | 2%                 | (41) | 2200    |
| Ethnicity: Afr. Am.               | 80%  | (219)  | 13%          | (36)  | 3%           | (8)  | 2%            | (4)  | 3%                 | (8)  | 274     |
| Ethnicity: Other                  | 71%  | (144)  | 21%          | (43)  | 4%           | (7)  | 1%            | (2)  | 3%                 | (7)  | 204     |
| All Christian                     | 78%  | (806)  | 16%          | (162) | 2%           | (26) | 1%            | (12) | 2%                 | (23) | 1029    |
| All Non-Christian                 | 61%  | (75)   | 29%          | (35)  | 5%           | (6)  | 3%            | (4)  | 2%                 | (2)  | 122     |
| Atheist                           | 83%  | (110)  | 14%          | (18)  | 3%           | (4)  | 1%            | (1)  | —                  | (0)  | 133     |
| Agnostic/Nothing in particular    | 86%  | (452)  | 11%          | (60)  | 1%           | (3)  | —             | (2)  | 1%                 | (8)  | 526     |
| Something Else                    | 86%  | (336)  | 9%           | (35)  | 2%           | (7)  | 1%            | (5)  | 2%                 | (8)  | 391     |
| Religious Non-Protestant/Catholic | 66%  | (103)  | 25%          | (39)  | 5%           | (8)  | 2%            | (4)  | 1%                 | (2)  | 156     |
| Evangelical                       | 85%  | (474)  | 9%           | (52)  | 2%           | (13) | 2%            | (9)  | 2%                 | (13) | 560     |
| Non-Evangelical                   | 78%  | (633)  | 17%          | (138) | 2%           | (17) | 1%            | (8)  | 2%                 | (14) | 809     |
| Community: Urban                  | 78%  | (464)  | 16%          | (97)  | 2%           | (11) | 2%            | (10) | 2%                 | (12) | 594     |
| Community: Suburban               | 78%  | (820)  | 15%          | (161) | 3%           | (30) | 1%            | (10) | 2%                 | (23) | 1045    |
| Community: Rural                  | 88%  | (495)  | 9%           | (53)  | 1%           | (4)  | —             | (3)  | 1%                 | (5)  | 560     |
| Employ: Private Sector            | 74%  | (451)  | 19%          | (114) | 5%           | (28) | 2%            | (10) | 2%                 | (11) | 613     |
| Employ: Government                | 70%  | (108)  | 22%          | (34)  | 3%           | (5)  | 2%            | (3)  | 3%                 | (5)  | 154     |
| Employ: Self-Employed             | 79%  | (139)  | 15%          | (26)  | 3%           | (5)  | 2%            | (3)  | 2%                 | (4)  | 177     |
| Employ: Homemaker                 | 87%  | (117)  | 9%           | (12)  | —            | (0)  | 2%            | (3)  | 2%                 | (3)  | 135     |
| Employ: Retired                   | 87%  | (429)  | 11%          | (54)  | 1%           | (5)  | —             | (1)  | —                  | (2)  | 492     |
| Employ: Unemployed                | 91%  | (294)  | 7%           | (22)  | —            | (0)  | —             | (0)  | 3%                 | (8)  | 323     |
| Employ: Other                     | 91%  | (126)  | 8%           | (11)  | —            | (0)  | 1%            | (2)  | —                  | (1)  | 140     |
| Military HH: Yes                  | 76%  | (262)  | 16%          | (56)  | 2%           | (7)  | 2%            | (7)  | 3%                 | (10) | 343     |
| Military HH: No                   | 82%  | (1518) | 14%          | (254) | 2%           | (39) | 1%            | (16) | 2%                 | (30) | 1857    |
| RD/WT: Right Direction            | 76%  | (445)  | 14%          | (83)  | 4%           | (22) | 2%            | (11) | 4%                 | (22) | 583     |
| RD/WT: Wrong Track                | 83%  | (1334) | 14%          | (227) | 1%           | (24) | 1%            | (12) | 1%                 | (19) | 1617    |
| Trump Job Approve                 | 79%  | (669)  | 14%          | (117) | 3%           | (24) | 1%            | (11) | 3%                 | (23) | 845     |
| Trump Job Disapprove              | 82%  | (1037) | 14%          | (183) | 2%           | (21) | 1%            | (12) | 1%                 | (15) | 1268    |
| Trump Job Strongly Approve        | 80%  | (373)  | 12%          | (54)  | 3%           | (13) | 2%            | (8)  | 4%                 | (16) | 464     |
| Trump Job Somewhat Approve        | 78%  | (296)  | 17%          | (63)  | 3%           | (12) | 1%            | (3)  | 2%                 | (7)  | 381     |
| Trump Job Somewhat Disapprove     | 80%  | (184)  | 12%          | (28)  | 3%           | (7)  | 2%            | (5)  | 3%                 | (6)  | 230     |
| Trump Job Strongly Disapprove     | 82%  | (852)  | 15%          | (155) | 1%           | (14) | 1%            | (7)  | 1%                 | (8)  | 1037    |

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**Table CMSdem1\_2:** *In the past year, how many times have you done the following?  
Traveled outside of the U.S.*

| Demographic                          | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                               | 81% (1780) | 14% (311)    | 2% (46)      | 1% (23)       | 2% (41)            | 2200    |
| Favorable of Trump                   | 80% (650)  | 14% (114)    | 3% (26)      | 1% (9)        | 2% (15)            | 814     |
| Unfavorable of Trump                 | 82% (1049) | 14% (184)    | 1% (18)      | 1% (10)       | 1% (16)            | 1278    |
| Very Favorable of Trump              | 81% (379)  | 12% (57)     | 3% (15)      | 1% (4)        | 2% (11)            | 465     |
| Somewhat Favorable of Trump          | 78% (271)  | 17% (58)     | 3% (11)      | 1% (5)        | 1% (4)             | 349     |
| Somewhat Unfavorable of Trump        | 83% (171)  | 13% (28)     | 1% (3)       | 1% (2)        | 1% (2)             | 205     |
| Very Unfavorable of Trump            | 82% (877)  | 15% (157)    | 1% (16)      | 1% (9)        | 1% (14)            | 1072    |
| #1 Issue: Economy                    | 80% (578)  | 16% (114)    | 2% (16)      | 1% (7)        | 1% (7)             | 722     |
| #1 Issue: Security                   | 78% (205)  | 19% (49)     | 2% (5)       | 1% (3)        | — (1)              | 263     |
| #1 Issue: Health Care                | 81% (346)  | 14% (62)     | 2% (8)       | 1% (4)        | 2% (8)             | 427     |
| #1 Issue: Medicare / Social Security | 90% (254)  | 5% (14)      | 3% (7)       | — (1)         | 2% (7)             | 282     |
| #1 Issue: Women's Issues             | 82% (91)   | 16% (18)     | — (0)        | — (0)         | 2% (2)             | 111     |
| #1 Issue: Education                  | 75% (100)  | 16% (21)     | 3% (4)       | 3% (4)        | 3% (3)             | 132     |
| #1 Issue: Energy                     | 72% (63)   | 9% (8)       | 6% (5)       | 3% (3)        | 10% (9)            | 88      |
| #1 Issue: Other                      | 82% (143)  | 14% (25)     | — (0)        | 1% (2)        | 2% (4)             | 175     |
| 2018 House Vote: Democrat            | 80% (607)  | 16% (122)    | 1% (11)      | 1% (10)       | 1% (9)             | 760     |
| 2018 House Vote: Republican          | 78% (477)  | 15% (95)     | 4% (25)      | 1% (7)        | 2% (12)            | 616     |
| 2018 House Vote: Someone else        | 82% (57)   | 16% (11)     | 1% (0)       | — (0)         | 1% (1)             | 70      |
| 2016 Vote: Hillary Clinton           | 81% (557)  | 16% (111)    | 1% (8)       | 1% (8)        | 1% (6)             | 689     |
| 2016 Vote: Donald Trump              | 78% (511)  | 15% (101)    | 4% (27)      | 1% (7)        | 2% (12)            | 658     |
| 2016 Vote: Other                     | 84% (131)  | 15% (24)     | — (1)        | — (1)         | — (1)              | 157     |
| 2016 Vote: Didn't Vote               | 83% (580)  | 11% (74)     | 1% (10)      | 1% (8)        | 3% (23)            | 696     |
| Voted in 2014: Yes                   | 80% (1005) | 16% (200)    | 2% (25)      | 1% (12)       | 1% (13)            | 1255    |
| Voted in 2014: No                    | 82% (775)  | 12% (110)    | 2% (21)      | 1% (12)       | 3% (27)            | 945     |
| 2012 Vote: Barack Obama              | 82% (646)  | 14% (113)    | 2% (12)      | 1% (8)        | 1% (7)             | 785     |
| 2012 Vote: Mitt Romney               | 78% (389)  | 17% (84)     | 3% (13)      | 1% (6)        | 1% (5)             | 496     |
| 2012 Vote: Other                     | 87% (73)   | 9% (8)       | — (0)        | — (0)         | 3% (3)             | 83      |
| 2012 Vote: Didn't Vote               | 80% (668)  | 13% (106)    | 3% (21)      | 1% (10)       | 3% (27)            | 831     |

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**Table CMSdem1\_2:** *In the past year, how many times have you done the following?  
 Traveled outside of the U.S.*

| Demographic                           | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|---------------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                                | 81% (1780) | 14% (311)    | 2% (46)      | 1% (23)       | 2% (41)            | 2200    |
| 4-Region: Northeast                   | 76% (300)  | 18% (70)     | 3% (12)      | 1% (3)        | 2% (9)             | 394     |
| 4-Region: Midwest                     | 84% (387)  | 11% (49)     | 2% (11)      | 1% (5)        | 2% (11)            | 462     |
| 4-Region: South                       | 84% (692)  | 13% (106)    | 1% (7)       | 1% (6)        | 2% (13)            | 824     |
| 4-Region: West                        | 77% (400)  | 17% (86)     | 3% (16)      | 2% (10)       | 2% (8)             | 520     |
| Frequent Flyer                        | 30% (82)   | 37% (101)    | 13% (35)     | 7% (19)       | 13% (36)           | 273     |
| International Travel                  | — (0)      | 74% (311)    | 11% (46)     | 6% (23)       | 10% (41)           | 420     |
| Sports fans                           | 78% (1140) | 16% (229)    | 3% (39)      | 1% (20)       | 2% (29)            | 1457    |
| Heard a lot/some about new H1N1       | 76% (760)  | 17% (169)    | 3% (31)      | 1% (14)       | 2% (24)            | 997     |
| Heard not much/nothing about new H1N1 | 85% (1020) | 12% (142)    | 1% (15)      | 1% (9)        | 1% (17)            | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem1\_3:** *In the past year, how many times have you done the following?*  
*Stayed overnight at a hotel in the U.S.*

| Demographic              | None      | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------|-----------|--------------|--------------|---------------|--------------------|---------|
| Adults                   | 43% (938) | 37% (807)    | 11% (236)    | 4% (99)       | 5% (120)           | 2200    |
| Gender: Male             | 42% (444) | 37% (391)    | 11% (118)    | 4% (44)       | 6% (65)            | 1062    |
| Gender: Female           | 43% (494) | 37% (416)    | 10% (118)    | 5% (55)       | 5% (55)            | 1138    |
| Age: 18-34               | 34% (221) | 44% (285)    | 10% (68)     | 6% (38)       | 6% (42)            | 655     |
| Age: 35-44               | 38% (136) | 38% (137)    | 11% (41)     | 4% (15)       | 8% (29)            | 358     |
| Age: 45-64               | 45% (341) | 34% (255)    | 12% (86)     | 4% (29)       | 5% (40)            | 751     |
| Age: 65+                 | 55% (238) | 30% (131)    | 9% (41)      | 4% (17)       | 2% (9)             | 436     |
| GenZers: 1997-2012       | 33% (111) | 42% (142)    | 10% (34)     | 7% (25)       | 8% (29)            | 340     |
| Millennials: 1981-1996   | 36% (175) | 45% (219)    | 11% (53)     | 4% (19)       | 5% (25)            | 492     |
| GenXers: 1965-1980       | 41% (219) | 35% (186)    | 13% (68)     | 4% (24)       | 8% (43)            | 539     |
| Baby Boomers: 1946-1964  | 52% (391) | 32% (237)    | 10% (76)     | 3% (25)       | 3% (22)            | 752     |
| PID: Dem (no lean)       | 42% (342) | 38% (316)    | 11% (88)     | 4% (32)       | 5% (44)            | 823     |
| PID: Ind (no lean)       | 45% (326) | 36% (256)    | 10% (70)     | 5% (34)       | 5% (33)            | 720     |
| PID: Rep (no lean)       | 41% (269) | 36% (234)    | 12% (78)     | 5% (33)       | 6% (42)            | 657     |
| PID/Gender: Dem Men      | 46% (165) | 35% (126)    | 10% (35)     | 3% (13)       | 6% (22)            | 360     |
| PID/Gender: Dem Women    | 38% (178) | 41% (191)    | 11% (53)     | 4% (19)       | 5% (22)            | 462     |
| PID/Gender: Ind Men      | 42% (152) | 39% (140)    | 10% (37)     | 5% (18)       | 4% (15)            | 362     |
| PID/Gender: Ind Women    | 49% (174) | 33% (116)    | 9% (33)      | 5% (16)       | 5% (18)            | 358     |
| PID/Gender: Rep Men      | 37% (127) | 37% (125)    | 14% (46)     | 4% (14)       | 8% (28)            | 339     |
| PID/Gender: Rep Women    | 45% (142) | 34% (109)    | 10% (32)     | 6% (19)       | 5% (15)            | 318     |
| Ideo: Liberal (1-3)      | 36% (229) | 40% (258)    | 14% (91)     | 6% (37)       | 5% (30)            | 644     |
| Ideo: Moderate (4)       | 48% (277) | 33% (190)    | 10% (55)     | 4% (22)       | 5% (28)            | 572     |
| Ideo: Conservative (5-7) | 41% (296) | 38% (273)    | 10% (74)     | 5% (34)       | 7% (47)            | 724     |
| Educ: < College          | 49% (735) | 34% (513)    | 9% (131)     | 4% (61)       | 5% (72)            | 1512    |
| Educ: Bachelors degree   | 34% (150) | 41% (181)    | 14% (64)     | 5% (20)       | 6% (28)            | 444     |
| Educ: Post-grad          | 21% (52)  | 46% (113)    | 17% (41)     | 7% (18)       | 8% (20)            | 244     |
| Income: Under 50k        | 55% (653) | 31% (367)    | 7% (77)      | 3% (42)       | 4% (50)            | 1189    |
| Income: 50k-100k         | 32% (215) | 44% (290)    | 13% (87)     | 5% (32)       | 6% (38)            | 662     |
| Income: 100k+            | 20% (70)  | 43% (150)    | 21% (72)     | 7% (25)       | 9% (32)            | 349     |
| Ethnicity: White         | 41% (712) | 37% (639)    | 11% (197)    | 4% (75)       | 6% (99)            | 1722    |
| Ethnicity: Hispanic      | 39% (135) | 41% (142)    | 11% (40)     | 6% (20)       | 4% (13)            | 349     |

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**Table CMSdem1\_3:** *In the past year, how many times have you done the following?*  
*Stayed overnight at a hotel in the U.S.*

| Demographic                       | None |       | 1 to 3 times |       | 4 to 6 times |       | 7 to 10 times |      | More than 10 times |       | Total N |
|-----------------------------------|------|-------|--------------|-------|--------------|-------|---------------|------|--------------------|-------|---------|
| Adults                            | 43%  | (938) | 37%          | (807) | 11%          | (236) | 4%            | (99) | 5%                 | (120) | 2200    |
| Ethnicity: Afr. Am.               | 47%  | (130) | 34%          | (94)  | 8%           | (21)  | 6%            | (15) | 5%                 | (14)  | 274     |
| Ethnicity: Other                  | 47%  | (95)  | 37%          | (75)  | 9%           | (18)  | 5%            | (9)  | 4%                 | (7)   | 204     |
| All Christian                     | 42%  | (435) | 36%          | (375) | 11%          | (118) | 4%            | (45) | 5%                 | (56)  | 1029    |
| All Non-Christian                 | 39%  | (47)  | 38%          | (46)  | 16%          | (19)  | 5%            | (6)  | 3%                 | (4)   | 122     |
| Atheist                           | 35%  | (46)  | 43%          | (57)  | 14%          | (18)  | 2%            | (3)  | 7%                 | (9)   | 133     |
| Agnostic/Nothing in particular    | 46%  | (239) | 36%          | (190) | 8%           | (43)  | 5%            | (27) | 5%                 | (26)  | 526     |
| Something Else                    | 43%  | (169) | 36%          | (140) | 10%          | (38)  | 5%            | (18) | 6%                 | (25)  | 391     |
| Religious Non-Protestant/Catholic | 42%  | (65)  | 37%          | (57)  | 15%          | (23)  | 4%            | (7)  | 3%                 | (4)   | 156     |
| Evangelical                       | 42%  | (234) | 36%          | (203) | 12%          | (67)  | 4%            | (21) | 6%                 | (35)  | 560     |
| Non-Evangelical                   | 43%  | (349) | 37%          | (296) | 10%          | (82)  | 5%            | (41) | 5%                 | (41)  | 809     |
| Community: Urban                  | 44%  | (260) | 38%          | (223) | 8%           | (50)  | 5%            | (27) | 6%                 | (34)  | 594     |
| Community: Suburban               | 38%  | (394) | 39%          | (412) | 12%          | (130) | 5%            | (48) | 6%                 | (62)  | 1045    |
| Community: Rural                  | 51%  | (284) | 31%          | (172) | 10%          | (57)  | 4%            | (24) | 4%                 | (24)  | 560     |
| Employ: Private Sector            | 32%  | (196) | 42%          | (257) | 15%          | (90)  | 3%            | (20) | 8%                 | (49)  | 613     |
| Employ: Government                | 33%  | (51)  | 43%          | (66)  | 11%          | (17)  | 4%            | (6)  | 9%                 | (14)  | 154     |
| Employ: Self-Employed             | 37%  | (65)  | 35%          | (62)  | 15%          | (27)  | 5%            | (8)  | 8%                 | (15)  | 177     |
| Employ: Homemaker                 | 54%  | (72)  | 33%          | (45)  | 8%           | (10)  | 2%            | (3)  | 4%                 | (5)   | 135     |
| Employ: Retired                   | 57%  | (280) | 28%          | (138) | 8%           | (39)  | 5%            | (25) | 2%                 | (9)   | 492     |
| Employ: Unemployed                | 53%  | (170) | 33%          | (107) | 7%           | (23)  | 2%            | (8)  | 5%                 | (16)  | 323     |
| Employ: Other                     | 44%  | (61)  | 42%          | (59)  | 5%           | (7)   | 6%            | (8)  | 3%                 | (4)   | 140     |
| Military HH: Yes                  | 40%  | (135) | 35%          | (121) | 10%          | (35)  | 7%            | (24) | 8%                 | (27)  | 343     |
| Military HH: No                   | 43%  | (802) | 37%          | (686) | 11%          | (202) | 4%            | (75) | 5%                 | (93)  | 1857    |
| RD/WT: Right Direction            | 41%  | (236) | 35%          | (202) | 11%          | (65)  | 6%            | (37) | 7%                 | (43)  | 583     |
| RD/WT: Wrong Track                | 43%  | (701) | 37%          | (605) | 11%          | (171) | 4%            | (62) | 5%                 | (77)  | 1617    |
| Trump Job Approve                 | 42%  | (351) | 36%          | (306) | 10%          | (86)  | 5%            | (43) | 7%                 | (59)  | 845     |
| Trump Job Disapprove              | 42%  | (539) | 37%          | (468) | 12%          | (147) | 4%            | (54) | 5%                 | (59)  | 1268    |
| Trump Job Strongly Approve        | 47%  | (216) | 33%          | (153) | 8%           | (37)  | 5%            | (23) | 8%                 | (35)  | 464     |
| Trump Job Somewhat Approve        | 36%  | (135) | 40%          | (153) | 13%          | (49)  | 5%            | (21) | 6%                 | (24)  | 381     |
| Trump Job Somewhat Disapprove     | 39%  | (90)  | 36%          | (84)  | 15%          | (36)  | 4%            | (10) | 5%                 | (11)  | 230     |
| Trump Job Strongly Disapprove     | 43%  | (448) | 37%          | (385) | 11%          | (112) | 4%            | (44) | 5%                 | (48)  | 1037    |

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**Table CMSdem1\_3:** *In the past year, how many times have you done the following?*  
*Stayed overnight at a hotel in the U.S.*

| Demographic                          | None |       | 1 to 3 times |       | 4 to 6 times |       | 7 to 10 times |      | More than 10 times |       | Total N |
|--------------------------------------|------|-------|--------------|-------|--------------|-------|---------------|------|--------------------|-------|---------|
| Adults                               | 43%  | (938) | 37%          | (807) | 11%          | (236) | 4%            | (99) | 5%                 | (120) | 2200    |
| Favorable of Trump                   | 42%  | (342) | 37%          | (298) | 10%          | (80)  | 5%            | (44) | 6%                 | (51)  | 814     |
| Unfavorable of Trump                 | 42%  | (535) | 37%          | (479) | 12%          | (149) | 4%            | (55) | 5%                 | (59)  | 1278    |
| Very Favorable of Trump              | 46%  | (214) | 32%          | (150) | 10%          | (45)  | 6%            | (26) | 6%                 | (30)  | 465     |
| Somewhat Favorable of Trump          | 37%  | (128) | 42%          | (148) | 10%          | (35)  | 5%            | (18) | 6%                 | (21)  | 349     |
| Somewhat Unfavorable of Trump        | 38%  | (78)  | 36%          | (74)  | 15%          | (30)  | 6%            | (12) | 5%                 | (11)  | 205     |
| Very Unfavorable of Trump            | 43%  | (457) | 38%          | (405) | 11%          | (119) | 4%            | (43) | 4%                 | (48)  | 1072    |
| #1 Issue: Economy                    | 38%  | (272) | 40%          | (288) | 13%          | (94)  | 4%            | (25) | 6%                 | (42)  | 722     |
| #1 Issue: Security                   | 42%  | (112) | 36%          | (96)  | 11%          | (28)  | 4%            | (11) | 6%                 | (16)  | 263     |
| #1 Issue: Health Care                | 42%  | (180) | 40%          | (173) | 10%          | (42)  | 3%            | (14) | 4%                 | (19)  | 427     |
| #1 Issue: Medicare / Social Security | 64%  | (181) | 22%          | (63)  | 7%           | (19)  | 4%            | (12) | 3%                 | (8)   | 282     |
| #1 Issue: Women's Issues             | 36%  | (40)  | 39%          | (43)  | 13%          | (14)  | 3%            | (3)  | 10%                | (11)  | 111     |
| #1 Issue: Education                  | 34%  | (44)  | 38%          | (51)  | 13%          | (18)  | 9%            | (12) | 6%                 | (7)   | 132     |
| #1 Issue: Energy                     | 32%  | (28)  | 43%          | (38)  | 9%           | (8)   | 7%            | (6)  | 8%                 | (7)   | 88      |
| #1 Issue: Other                      | 46%  | (81)  | 32%          | (56)  | 8%           | (14)  | 9%            | (15) | 6%                 | (10)  | 175     |
| 2018 House Vote: Democrat            | 42%  | (316) | 40%          | (300) | 11%          | (87)  | 3%            | (24) | 4%                 | (32)  | 760     |
| 2018 House Vote: Republican          | 39%  | (242) | 35%          | (218) | 12%          | (76)  | 6%            | (37) | 7%                 | (43)  | 616     |
| 2018 House Vote: Someone else        | 53%  | (37)  | 29%          | (20)  | 12%          | (8)   | 3%            | (2)  | 4%                 | (3)   | 70      |
| 2016 Vote: Hillary Clinton           | 44%  | (304) | 37%          | (252) | 12%          | (79)  | 4%            | (24) | 4%                 | (29)  | 689     |
| 2016 Vote: Donald Trump              | 40%  | (266) | 36%          | (235) | 11%          | (74)  | 6%            | (36) | 7%                 | (47)  | 658     |
| 2016 Vote: Other                     | 44%  | (69)  | 39%          | (61)  | 12%          | (18)  | 3%            | (5)  | 2%                 | (3)   | 157     |
| 2016 Vote: Didn't Vote               | 43%  | (299) | 37%          | (258) | 9%           | (64)  | 5%            | (34) | 6%                 | (41)  | 696     |
| Voted in 2014: Yes                   | 41%  | (519) | 37%          | (461) | 12%          | (152) | 4%            | (56) | 5%                 | (67)  | 1255    |
| Voted in 2014: No                    | 44%  | (418) | 37%          | (346) | 9%           | (85)  | 5%            | (43) | 6%                 | (53)  | 945     |
| 2012 Vote: Barack Obama              | 43%  | (337) | 38%          | (295) | 12%          | (90)  | 3%            | (26) | 5%                 | (36)  | 785     |
| 2012 Vote: Mitt Romney               | 41%  | (205) | 34%          | (167) | 13%          | (67)  | 6%            | (29) | 6%                 | (28)  | 496     |
| 2012 Vote: Other                     | 52%  | (43)  | 31%          | (26)  | 6%           | (5)   | 5%            | (4)  | 6%                 | (5)   | 83      |
| 2012 Vote: Didn't Vote               | 42%  | (349) | 38%          | (318) | 9%           | (74)  | 5%            | (40) | 6%                 | (50)  | 831     |

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**Table CMSdem1\_3:** *In the past year, how many times have you done the following?  
 Stayed overnight at a hotel in the U.S.*

| Demographic                           | None      | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|---------------------------------------|-----------|--------------|--------------|---------------|--------------------|---------|
| Adults                                | 43% (938) | 37% (807)    | 11% (236)    | 4% (99)       | 5% (120)           | 2200    |
| 4-Region: Northeast                   | 41% (163) | 36% (143)    | 11% (42)     | 6% (23)       | 6% (22)            | 394     |
| 4-Region: Midwest                     | 44% (205) | 36% (166)    | 12% (53)     | 3% (15)       | 5% (23)            | 462     |
| 4-Region: South                       | 42% (343) | 36% (296)    | 11% (89)     | 5% (44)       | 6% (52)            | 824     |
| 4-Region: West                        | 44% (226) | 39% (202)    | 10% (52)     | 3% (17)       | 4% (23)            | 520     |
| Frequent Flyer                        | 4% (12)   | 22% (59)     | 31% (84)     | 18% (50)      | 25% (69)           | 273     |
| International Travel                  | 13% (54)  | 42% (175)    | 20% (83)     | 12% (49)      | 14% (60)           | 420     |
| Sports fans                           | 37% (539) | 40% (582)    | 12% (178)    | 5% (75)       | 6% (84)            | 1457    |
| Heard a lot/some about new H1N1       | 38% (377) | 39% (384)    | 12% (122)    | 5% (50)       | 6% (63)            | 997     |
| Heard not much/nothing about new H1N1 | 47% (560) | 35% (423)    | 10% (115)    | 4% (49)       | 5% (57)            | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem1\_4:** *In the past year, how many times have you done the following?*  
*Stayed overnight at a hotel outside of the U.S.*

| Demographic              | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                   | 79% (1737) | 14% (297)    | 3% (63)      | 2% (50)       | 2% (53)            | 2200    |
| Gender: Male             | 77% (820)  | 14% (149)    | 4% (39)      | 2% (25)       | 3% (28)            | 1062    |
| Gender: Female           | 81% (916)  | 13% (148)    | 2% (24)      | 2% (25)       | 2% (25)            | 1138    |
| Age: 18-34               | 74% (482)  | 17% (111)    | 4% (23)      | 2% (14)       | 4% (24)            | 655     |
| Age: 35-44               | 73% (260)  | 19% (66)     | 4% (13)      | 3% (9)        | 2% (8)             | 358     |
| Age: 45-64               | 82% (619)  | 10% (77)     | 3% (20)      | 3% (19)       | 2% (15)            | 751     |
| Age: 65+                 | 86% (375)  | 10% (42)     | 1% (6)       | 2% (8)        | 1% (5)             | 436     |
| GenZers: 1997-2012       | 71% (240)  | 18% (60)     | 4% (14)      | 2% (7)        | 6% (19)            | 340     |
| Millennials: 1981-1996   | 74% (363)  | 19% (94)     | 3% (14)      | 3% (14)       | 1% (7)             | 492     |
| GenXers: 1965-1980       | 78% (422)  | 12% (66)     | 4% (24)      | 2% (11)       | 3% (16)            | 539     |
| Baby Boomers: 1946-1964  | 86% (643)  | 10% (73)     | 1% (10)      | 2% (16)       | 1% (10)            | 752     |
| PID: Dem (no lean)       | 78% (642)  | 15% (125)    | 3% (27)      | 2% (15)       | 2% (14)            | 823     |
| PID: Ind (no lean)       | 83% (597)  | 11% (81)     | 2% (15)      | 2% (11)       | 2% (16)            | 720     |
| PID: Rep (no lean)       | 76% (498)  | 14% (92)     | 3% (21)      | 4% (24)       | 3% (23)            | 657     |
| PID/Gender: Dem Men      | 77% (277)  | 15% (54)     | 4% (15)      | 2% (7)        | 2% (8)             | 360     |
| PID/Gender: Dem Women    | 79% (365)  | 15% (71)     | 3% (12)      | 2% (8)        | 1% (6)             | 462     |
| PID/Gender: Ind Men      | 82% (295)  | 11% (41)     | 3% (11)      | 2% (7)        | 2% (8)             | 362     |
| PID/Gender: Ind Women    | 84% (302)  | 11% (40)     | 1% (4)       | 1% (4)        | 2% (8)             | 358     |
| PID/Gender: Rep Men      | 73% (248)  | 16% (55)     | 4% (14)      | 3% (11)       | 4% (12)            | 339     |
| PID/Gender: Rep Women    | 79% (249)  | 12% (37)     | 2% (8)       | 4% (13)       | 3% (10)            | 318     |
| Ideo: Liberal (1-3)      | 74% (478)  | 18% (116)    | 4% (25)      | 2% (15)       | 2% (11)            | 644     |
| Ideo: Moderate (4)       | 82% (471)  | 12% (67)     | 2% (13)      | 2% (10)       | 2% (10)            | 572     |
| Ideo: Conservative (5-7) | 77% (560)  | 13% (95)     | 3% (21)      | 3% (25)       | 3% (23)            | 724     |
| Educ: < College          | 84% (1271) | 11% (162)    | 2% (24)      | 1% (22)       | 2% (34)            | 1512    |
| Educ: Bachelors degree   | 71% (317)  | 18% (81)     | 5% (20)      | 3% (15)       | 3% (11)            | 444     |
| Educ: Post-grad          | 61% (149)  | 22% (54)     | 8% (19)      | 6% (14)       | 3% (8)             | 244     |
| Income: Under 50k        | 86% (1026) | 9% (109)     | 1% (13)      | 1% (16)       | 2% (25)            | 1189    |
| Income: 50k-100k         | 77% (507)  | 15% (102)    | 4% (29)      | 2% (14)       | 2% (10)            | 662     |
| Income: 100k+            | 59% (204)  | 25% (86)     | 6% (21)      | 6% (20)       | 5% (17)            | 349     |
| Ethnicity: White         | 80% (1374) | 13% (218)    | 3% (48)      | 2% (36)       | 3% (46)            | 1722    |
| Ethnicity: Hispanic      | 68% (238)  | 20% (69)     | 5% (17)      | 4% (13)       | 4% (13)            | 349     |

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**Table CMSdem1\_4:** *In the past year, how many times have you done the following?*  
*Stayed overnight at a hotel outside of the U.S.*

| Demographic                       | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|-----------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                            | 79% (1737) | 14% (297)    | 3% (63)      | 2% (50)       | 2% (53)            | 2200    |
| Ethnicity: Afr. Am.               | 79% (217)  | 13% (37)     | 3% (8)       | 3% (8)        | 2% (5)             | 274     |
| Ethnicity: Other                  | 72% (146)  | 21% (43)     | 3% (7)       | 3% (6)        | 1% (2)             | 204     |
| All Christian                     | 78% (798)  | 14% (146)    | 2% (25)      | 3% (35)       | 2% (25)            | 1029    |
| All Non-Christian                 | 64% (78)   | 21% (26)     | 8% (10)      | 2% (3)        | 5% (6)             | 122     |
| Atheist                           | 80% (106)  | 16% (21)     | 3% (5)       | 1% (1)        | — (0)              | 133     |
| Agnostic/Nothing in particular    | 83% (438)  | 12% (63)     | 2% (9)       | 1% (7)        | 1% (7)             | 526     |
| Something Else                    | 81% (317)  | 11% (42)     | 4% (14)      | 1% (4)        | 4% (15)            | 391     |
| Religious Non-Protestant/Catholic | 65% (102)  | 22% (34)     | 7% (10)      | 2% (3)        | 4% (7)             | 156     |
| Evangelical                       | 80% (450)  | 12% (65)     | 3% (15)      | 2% (14)       | 3% (17)            | 560     |
| Non-Evangelical                   | 78% (634)  | 14% (112)    | 3% (23)      | 3% (24)       | 2% (17)            | 809     |
| Community: Urban                  | 76% (452)  | 15% (87)     | 4% (24)      | 3% (18)       | 2% (14)            | 594     |
| Community: Suburban               | 77% (809)  | 15% (155)    | 3% (29)      | 2% (21)       | 3% (31)            | 1045    |
| Community: Rural                  | 85% (475)  | 10% (56)     | 2% (11)      | 2% (10)       | 1% (8)             | 560     |
| Employ: Private Sector            | 71% (433)  | 19% (115)    | 5% (28)      | 3% (20)       | 3% (17)            | 613     |
| Employ: Government                | 67% (104)  | 23% (36)     | 2% (3)       | 2% (2)        | 5% (8)             | 154     |
| Employ: Self-Employed             | 75% (133)  | 18% (32)     | 2% (4)       | 2% (4)        | 2% (4)             | 177     |
| Employ: Homemaker                 | 83% (112)  | 10% (13)     | 2% (3)       | 4% (5)        | 1% (1)             | 135     |
| Employ: Retired                   | 86% (423)  | 9% (45)      | 1% (6)       | 2% (10)       | 2% (7)             | 492     |
| Employ: Unemployed                | 91% (295)  | 4% (13)      | 2% (7)       | 1% (3)        | 1% (4)             | 323     |
| Employ: Other                     | 89% (124)  | 7% (10)      | 2% (3)       | 2% (2)        | — (1)              | 140     |
| Military HH: Yes                  | 75% (256)  | 14% (47)     | 5% (16)      | 3% (9)        | 4% (15)            | 343     |
| Military HH: No                   | 80% (1481) | 13% (250)    | 3% (47)      | 2% (41)       | 2% (38)            | 1857    |
| RD/WT: Right Direction            | 75% (437)  | 14% (79)     | 3% (20)      | 4% (24)       | 4% (23)            | 583     |
| RD/WT: Wrong Track                | 80% (1300) | 13% (218)    | 3% (44)      | 2% (26)       | 2% (29)            | 1617    |
| Trump Job Approve                 | 77% (651)  | 13% (111)    | 3% (27)      | 3% (24)       | 4% (33)            | 845     |
| Trump Job Disapprove              | 80% (1015) | 14% (174)    | 3% (36)      | 2% (25)       | 1% (17)            | 1268    |
| Trump Job Strongly Approve        | 76% (354)  | 13% (58)     | 3% (13)      | 4% (18)       | 5% (21)            | 464     |
| Trump Job Somewhat Approve        | 78% (297)  | 14% (53)     | 4% (13)      | 2% (7)        | 3% (12)            | 381     |
| Trump Job Somewhat Disapprove     | 80% (184)  | 11% (26)     | 3% (7)       | 2% (5)        | 3% (8)             | 230     |
| Trump Job Strongly Disapprove     | 80% (831)  | 14% (148)    | 3% (29)      | 2% (20)       | 1% (10)            | 1037    |

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**Table CMSdem1\_4:** *In the past year, how many times have you done the following?  
Stayed overnight at a hotel outside of the U.S.*

| Demographic                          | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                               | 79% (1737) | 14% (297)    | 3% (63)      | 2% (50)       | 2% (53)            | 2200    |
| Favorable of Trump                   | 78% (639)  | 13% (105)    | 3% (23)      | 3% (24)       | 3% (24)            | 814     |
| Unfavorable of Trump                 | 80% (1021) | 14% (178)    | 3% (37)      | 2% (22)       | 1% (19)            | 1278    |
| Very Favorable of Trump              | 78% (362)  | 13% (60)     | 3% (14)      | 3% (16)       | 3% (14)            | 465     |
| Somewhat Favorable of Trump          | 79% (276)  | 13% (45)     | 3% (10)      | 2% (8)        | 3% (10)            | 349     |
| Somewhat Unfavorable of Trump        | 82% (169)  | 12% (26)     | 3% (6)       | 1% (1)        | 2% (3)             | 205     |
| Very Unfavorable of Trump            | 79% (852)  | 14% (152)    | 3% (32)      | 2% (21)       | 1% (15)            | 1072    |
| #1 Issue: Economy                    | 77% (557)  | 15% (108)    | 4% (29)      | 2% (15)       | 2% (12)            | 722     |
| #1 Issue: Security                   | 75% (197)  | 16% (43)     | 3% (7)       | 2% (5)        | 4% (12)            | 263     |
| #1 Issue: Health Care                | 80% (340)  | 14% (59)     | 2% (10)      | 3% (12)       | 1% (6)             | 427     |
| #1 Issue: Medicare / Social Security | 88% (247)  | 8% (22)      | 1% (4)       | 2% (6)        | 1% (4)             | 282     |
| #1 Issue: Women's Issues             | 78% (87)   | 17% (18)     | 3% (3)       | — (0)         | 2% (2)             | 111     |
| #1 Issue: Education                  | 74% (98)   | 14% (19)     | 6% (8)       | 1% (2)        | 4% (5)             | 132     |
| #1 Issue: Energy                     | 71% (62)   | 14% (12)     | 1% (1)       | 9% (8)        | 5% (5)             | 88      |
| #1 Issue: Other                      | 84% (148)  | 9% (16)      | 1% (2)       | 2% (3)        | 4% (7)             | 175     |
| 2018 House Vote: Democrat            | 79% (599)  | 14% (109)    | 3% (21)      | 3% (21)       | 1% (10)            | 760     |
| 2018 House Vote: Republican          | 76% (465)  | 14% (89)     | 4% (22)      | 3% (18)       | 4% (22)            | 616     |
| 2018 House Vote: Someone else        | 80% (55)   | 14% (9)      | 4% (3)       | 1% (1)        | 2% (2)             | 70      |
| 2016 Vote: Hillary Clinton           | 80% (549)  | 14% (97)     | 3% (18)      | 3% (20)       | 1% (5)             | 689     |
| 2016 Vote: Donald Trump              | 76% (502)  | 14% (94)     | 3% (22)      | 3% (18)       | 3% (22)            | 658     |
| 2016 Vote: Other                     | 86% (134)  | 9% (14)      | 2% (3)       | 1% (1)        | 3% (5)             | 157     |
| 2016 Vote: Didn't Vote               | 79% (553)  | 13% (91)     | 3% (20)      | 2% (10)       | 3% (22)            | 696     |
| Voted in 2014: Yes                   | 79% (992)  | 13% (164)    | 3% (37)      | 3% (36)       | 2% (26)            | 1255    |
| Voted in 2014: No                    | 79% (745)  | 14% (134)    | 3% (27)      | 1% (14)       | 3% (26)            | 945     |
| 2012 Vote: Barack Obama              | 81% (639)  | 13% (98)     | 3% (23)      | 2% (18)       | 1% (8)             | 785     |
| 2012 Vote: Mitt Romney               | 78% (385)  | 13% (66)     | 3% (14)      | 4% (18)       | 3% (14)            | 496     |
| 2012 Vote: Other                     | 81% (68)   | 7% (6)       | 4% (3)       | 2% (2)        | 6% (5)             | 83      |
| 2012 Vote: Didn't Vote               | 77% (641)  | 15% (127)    | 3% (23)      | 2% (13)       | 3% (26)            | 831     |

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**Table CMSdem1\_4:** *In the past year, how many times have you done the following?  
Stayed overnight at a hotel outside of the U.S.*

| Demographic                           | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|---------------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                                | 79% (1737) | 14% (297)    | 3% (63)      | 2% (50)       | 2% (53)            | 2200    |
| 4-Region: Northeast                   | 73% (286)  | 18% (72)     | 3% (12)      | 4% (16)       | 2% (8)             | 394     |
| 4-Region: Midwest                     | 81% (374)  | 11% (52)     | 2% (8)       | 2% (11)       | 4% (18)            | 462     |
| 4-Region: South                       | 83% (683)  | 10% (84)     | 3% (28)      | 1% (12)       | 2% (19)            | 824     |
| 4-Region: West                        | 76% (395)  | 17% (90)     | 3% (15)      | 2% (12)       | 2% (8)             | 520     |
| Frequent Flyer                        | 32% (86)   | 27% (75)     | 16% (44)     | 11% (30)      | 14% (37)           | 273     |
| International Travel                  | 16% (67)   | 49% (205)    | 14% (60)     | 10% (43)      | 11% (46)           | 420     |
| Sports fans                           | 76% (1111) | 15% (211)    | 4% (55)      | 3% (38)       | 3% (43)            | 1457    |
| Heard a lot/some about new H1N1       | 74% (741)  | 16% (163)    | 4% (37)      | 3% (29)       | 3% (26)            | 997     |
| Heard not much/nothing about new H1N1 | 83% (996)  | 11% (134)    | 2% (26)      | 2% (21)       | 2% (26)            | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem1\_5: In the past year, how many times have you done the following?**  
Traveled by airplane

| Demographic              | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                   | 63% (1382) | 25% (544)    | 7% (149)     | 2% (51)       | 3% (73)            | 2200    |
| Gender: Male             | 60% (639)  | 26% (274)    | 8% (84)      | 2% (23)       | 4% (42)            | 1062    |
| Gender: Female           | 65% (744)  | 24% (271)    | 6% (65)      | 2% (28)       | 3% (31)            | 1138    |
| Age: 18-34               | 55% (362)  | 27% (177)    | 9% (59)      | 3% (19)       | 6% (38)            | 655     |
| Age: 35-44               | 62% (221)  | 25% (88)     | 7% (25)      | 4% (14)       | 3% (10)            | 358     |
| Age: 45-64               | 66% (496)  | 24% (179)    | 5% (37)      | 2% (13)       | 3% (25)            | 751     |
| Age: 65+                 | 69% (303)  | 23% (100)    | 6% (27)      | 1% (6)        | — (1)              | 436     |
| GenZers: 1997-2012       | 52% (175)  | 28% (96)     | 10% (33)     | 3% (10)       | 7% (25)            | 340     |
| Millennials: 1981-1996   | 59% (289)  | 27% (132)    | 7% (35)      | 4% (19)       | 3% (16)            | 492     |
| GenXers: 1965-1980       | 64% (347)  | 23% (121)    | 7% (38)      | 2% (11)       | 4% (22)            | 539     |
| Baby Boomers: 1946-1964  | 69% (516)  | 24% (177)    | 5% (39)      | 1% (9)        | 1% (10)            | 752     |
| PID: Dem (no lean)       | 61% (503)  | 27% (222)    | 6% (53)      | 3% (23)       | 3% (21)            | 823     |
| PID: Ind (no lean)       | 67% (483)  | 23% (165)    | 5% (39)      | 2% (14)       | 3% (18)            | 720     |
| PID: Rep (no lean)       | 60% (397)  | 24% (157)    | 9% (56)      | 2% (14)       | 5% (34)            | 657     |
| PID/Gender: Dem Men      | 60% (217)  | 28% (103)    | 6% (22)      | 2% (7)        | 3% (11)            | 360     |
| PID/Gender: Dem Women    | 62% (285)  | 26% (120)    | 7% (31)      | 4% (16)       | 2% (10)            | 462     |
| PID/Gender: Ind Men      | 64% (232)  | 24% (88)     | 7% (26)      | 2% (6)        | 3% (10)            | 362     |
| PID/Gender: Ind Women    | 70% (251)  | 22% (77)     | 4% (13)      | 2% (7)        | 2% (9)             | 358     |
| PID/Gender: Rep Men      | 56% (190)  | 24% (83)     | 11% (36)     | 3% (10)       | 6% (21)            | 339     |
| PID/Gender: Rep Women    | 65% (207)  | 23% (73)     | 6% (20)      | 1% (5)        | 4% (13)            | 318     |
| Ideo: Liberal (1-3)      | 55% (357)  | 29% (184)    | 9% (61)      | 4% (25)       | 3% (18)            | 644     |
| Ideo: Moderate (4)       | 66% (380)  | 25% (144)    | 4% (24)      | 1% (8)        | 3% (15)            | 572     |
| Ideo: Conservative (5-7) | 60% (437)  | 26% (187)    | 8% (55)      | 2% (16)       | 4% (30)            | 724     |
| Educ: < College          | 71% (1073) | 20% (297)    | 5% (72)      | 2% (29)       | 3% (42)            | 1512    |
| Educ: Bachelors degree   | 50% (222)  | 34% (152)    | 9% (41)      | 3% (11)       | 4% (18)            | 444     |
| Educ: Post-grad          | 36% (88)   | 39% (96)     | 15% (35)     | 5% (12)       | 6% (13)            | 244     |
| Income: Under 50k        | 76% (909)  | 17% (202)    | 2% (30)      | 2% (20)       | 2% (29)            | 1189    |
| Income: 50k-100k         | 54% (355)  | 32% (211)    | 8% (55)      | 3% (18)       | 3% (22)            | 662     |
| Income: 100k+            | 34% (118)  | 38% (131)    | 18% (64)     | 4% (13)       | 6% (22)            | 349     |
| Ethnicity: White         | 63% (1078) | 25% (426)    | 7% (119)     | 2% (37)       | 4% (61)            | 1722    |
| Ethnicity: Hispanic      | 56% (195)  | 25% (89)     | 11% (38)     | 4% (13)       | 4% (15)            | 349     |

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**Table CMSdem1\_5: In the past year, how many times have you done the following?**  
 Traveled by airplane

| Demographic                       | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|-----------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                            | 63% (1382) | 25% (544)    | 7% (149)     | 2% (51)       | 3% (73)            | 2200    |
| Ethnicity: Afr. Am.               | 68% (187)  | 22% (60)     | 7% (18)      | 2% (4)        | 2% (5)             | 274     |
| Ethnicity: Other                  | 58% (118)  | 28% (58)     | 6% (11)      | 5% (10)       | 3% (7)             | 204     |
| All Christian                     | 60% (621)  | 26% (264)    | 8% (80)      | 2% (24)       | 4% (38)            | 1029    |
| All Non-Christian                 | 42% (51)   | 35% (43)     | 11% (13)     | 5% (6)        | 8% (9)             | 122     |
| Atheist                           | 57% (76)   | 28% (37)     | 12% (16)     | 2% (2)        | 2% (2)             | 133     |
| Agnostic/Nothing in particular    | 68% (358)  | 22% (114)    | 4% (23)      | 2% (13)       | 3% (17)            | 526     |
| Something Else                    | 71% (276)  | 22% (86)     | 4% (16)      | 2% (6)        | 2% (7)             | 391     |
| Religious Non-Protestant/Catholic | 47% (74)   | 30% (47)     | 13% (20)     | 4% (6)        | 6% (9)             | 156     |
| Evangelical                       | 69% (386)  | 21% (119)    | 5% (29)      | 2% (10)       | 3% (16)            | 560     |
| Non-Evangelical                   | 60% (483)  | 28% (223)    | 7% (60)      | 2% (20)       | 3% (24)            | 809     |
| Community: Urban                  | 57% (342)  | 28% (166)    | 7% (40)      | 4% (21)       | 4% (26)            | 594     |
| Community: Suburban               | 58% (602)  | 28% (296)    | 8% (87)      | 2% (21)       | 4% (38)            | 1045    |
| Community: Rural                  | 78% (439)  | 15% (82)     | 4% (22)      | 2% (9)        | 2% (9)             | 560     |
| Employ: Private Sector            | 49% (301)  | 34% (208)    | 10% (60)     | 3% (19)       | 4% (26)            | 613     |
| Employ: Government                | 57% (88)   | 25% (39)     | 8% (12)      | 5% (8)        | 6% (9)             | 154     |
| Employ: Self-Employed             | 62% (110)  | 22% (38)     | 7% (12)      | 4% (7)        | 5% (9)             | 177     |
| Employ: Homemaker                 | 78% (105)  | 13% (17)     | 4% (5)       | 1% (2)        | 4% (5)             | 135     |
| Employ: Retired                   | 74% (364)  | 19% (94)     | 5% (23)      | 1% (6)        | 1% (5)             | 492     |
| Employ: Unemployed                | 77% (250)  | 17% (55)     | 3% (9)       | — (1)         | 3% (8)             | 323     |
| Employ: Other                     | 76% (106)  | 16% (23)     | 3% (4)       | 2% (2)        | 3% (4)             | 140     |
| Military HH: Yes                  | 60% (205)  | 27% (92)     | 6% (21)      | 3% (11)       | 4% (13)            | 343     |
| Military HH: No                   | 63% (1177) | 24% (452)    | 7% (127)     | 2% (40)       | 3% (60)            | 1857    |
| RD/WT: Right Direction            | 59% (347)  | 24% (139)    | 10% (56)     | 3% (15)       | 5% (26)            | 583     |
| RD/WT: Wrong Track                | 64% (1036) | 25% (405)    | 6% (93)      | 2% (36)       | 3% (47)            | 1617    |
| Trump Job Approve                 | 63% (536)  | 23% (197)    | 7% (59)      | 2% (16)       | 4% (38)            | 845     |
| Trump Job Disapprove              | 62% (784)  | 26% (330)    | 7% (89)      | 3% (34)       | 2% (31)            | 1268    |
| Trump Job Strongly Approve        | 65% (301)  | 21% (97)     | 7% (32)      | 2% (11)       | 5% (24)            | 464     |
| Trump Job Somewhat Approve        | 62% (235)  | 26% (100)    | 7% (27)      | 1% (5)        | 4% (14)            | 381     |
| Trump Job Somewhat Disapprove     | 62% (143)  | 24% (55)     | 9% (20)      | 3% (6)        | 3% (6)             | 230     |
| Trump Job Strongly Disapprove     | 62% (641)  | 26% (275)    | 7% (69)      | 3% (28)       | 2% (25)            | 1037    |

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**Table CMSdem1\_5: In the past year, how many times have you done the following?**  
Traveled by airplane

| Demographic                          | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|--------------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                               | 63% (1382) | 25% (544)    | 7% (149)     | 2% (51)       | 3% (73)            | 2200    |
| Favorable of Trump                   | 63% (517)  | 24% (193)    | 7% (60)      | 2% (15)       | 4% (30)            | 814     |
| Unfavorable of Trump                 | 62% (791)  | 26% (336)    | 7% (84)      | 3% (37)       | 2% (30)            | 1278    |
| Very Favorable of Trump              | 64% (297)  | 23% (108)    | 7% (34)      | 2% (10)       | 3% (15)            | 465     |
| Somewhat Favorable of Trump          | 63% (219)  | 24% (85)     | 7% (26)      | 1% (4)        | 4% (15)            | 349     |
| Somewhat Unfavorable of Trump        | 65% (134)  | 25% (52)     | 4% (9)       | 3% (6)        | 2% (4)             | 205     |
| Very Unfavorable of Trump            | 61% (657)  | 27% (284)    | 7% (75)      | 3% (30)       | 2% (26)            | 1072    |
| #1 Issue: Economy                    | 61% (439)  | 27% (195)    | 6% (43)      | 2% (17)       | 4% (27)            | 722     |
| #1 Issue: Security                   | 60% (159)  | 28% (73)     | 8% (21)      | 2% (6)        | 1% (3)             | 263     |
| #1 Issue: Health Care                | 63% (268)  | 26% (111)    | 5% (23)      | 4% (15)       | 2% (10)            | 427     |
| #1 Issue: Medicare / Social Security | 76% (213)  | 18% (49)     | 4% (11)      | 1% (1)        | 3% (7)             | 282     |
| #1 Issue: Women's Issues             | 59% (66)   | 25% (28)     | 9% (10)      | 1% (1)        | 6% (7)             | 111     |
| #1 Issue: Education                  | 56% (74)   | 21% (28)     | 12% (16)     | 3% (4)        | 7% (9)             | 132     |
| #1 Issue: Energy                     | 49% (43)   | 28% (24)     | 14% (12)     | 1% (1)        | 8% (7)             | 88      |
| #1 Issue: Other                      | 69% (121)  | 20% (35)     | 6% (11)      | 3% (5)        | 1% (2)             | 175     |
| 2018 House Vote: Democrat            | 60% (455)  | 29% (218)    | 7% (50)      | 3% (21)       | 2% (16)            | 760     |
| 2018 House Vote: Republican          | 60% (367)  | 25% (154)    | 9% (58)      | 2% (13)       | 4% (24)            | 616     |
| 2018 House Vote: Someone else        | 63% (44)   | 24% (17)     | 7% (5)       | 5% (4)        | 1% (1)             | 70      |
| 2016 Vote: Hillary Clinton           | 62% (426)  | 27% (188)    | 6% (43)      | 3% (17)       | 2% (14)            | 689     |
| 2016 Vote: Donald Trump              | 61% (400)  | 25% (165)    | 8% (56)      | 2% (13)       | 4% (24)            | 658     |
| 2016 Vote: Other                     | 66% (104)  | 24% (38)     | 5% (8)       | 3% (5)        | 1% (2)             | 157     |
| 2016 Vote: Didn't Vote               | 65% (453)  | 22% (152)    | 6% (41)      | 2% (17)       | 5% (32)            | 696     |
| Voted in 2014: Yes                   | 61% (767)  | 27% (333)    | 7% (92)      | 2% (28)       | 3% (35)            | 1255    |
| Voted in 2014: No                    | 65% (616)  | 22% (211)    | 6% (57)      | 2% (23)       | 4% (38)            | 945     |
| 2012 Vote: Barack Obama              | 63% (494)  | 27% (208)    | 6% (47)      | 3% (20)       | 2% (16)            | 785     |
| 2012 Vote: Mitt Romney               | 60% (300)  | 26% (127)    | 9% (43)      | 2% (10)       | 4% (17)            | 496     |
| 2012 Vote: Other                     | 81% (68)   | 15% (12)     | 1% (1)       | — (0)         | 3% (3)             | 83      |
| 2012 Vote: Didn't Vote               | 62% (517)  | 24% (197)    | 7% (59)      | 3% (22)       | 4% (37)            | 831     |

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**Table CMSdem1\_5:** *In the past year, how many times have you done the following?*  
*Traveled by airplane*

| Demographic                           | None       | 1 to 3 times | 4 to 6 times | 7 to 10 times | More than 10 times | Total N |
|---------------------------------------|------------|--------------|--------------|---------------|--------------------|---------|
| Adults                                | 63% (1382) | 25% (544)    | 7% (149)     | 2% (51)       | 3% (73)            | 2200    |
| 4-Region: Northeast                   | 59% (234)  | 28% (111)    | 7% (26)      | 2% (9)        | 3% (13)            | 394     |
| 4-Region: Midwest                     | 67% (308)  | 22% (102)    | 6% (28)      | 2% (8)        | 4% (17)            | 462     |
| 4-Region: South                       | 68% (559)  | 21% (175)    | 7% (57)      | 1% (11)       | 3% (22)            | 824     |
| 4-Region: West                        | 54% (282)  | 30% (156)    | 7% (38)      | 4% (23)       | 4% (21)            | 520     |
| Frequent Flyer                        | — (0)      | — (0)        | 54% (149)    | 19% (51)      | 27% (73)           | 273     |
| International Travel                  | 8% (35)    | 46% (195)    | 22% (92)     | 9% (38)       | 15% (61)           | 420     |
| Sports fans                           | 59% (853)  | 27% (394)    | 8% (112)     | 3% (44)       | 4% (54)            | 1457    |
| Heard a lot/some about new H1N1       | 56% (562)  | 28% (284)    | 8% (78)      | 3% (33)       | 4% (40)            | 997     |
| Heard not much/nothing about new H1N1 | 68% (821)  | 22% (260)    | 6% (71)      | 2% (18)       | 3% (33)            | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem2\_1:** *And do you currently have plans to do any of the following in the next year?*  
*Travel within the U.S.*

| Demographic              | Yes        | No        | Total N |
|--------------------------|------------|-----------|---------|
| Adults                   | 57% (1257) | 43% (943) | 2200    |
| Gender: Male             | 58% (617)  | 42% (445) | 1062    |
| Gender: Female           | 56% (640)  | 44% (498) | 1138    |
| Age: 18-34               | 63% (410)  | 37% (245) | 655     |
| Age: 35-44               | 60% (215)  | 40% (143) | 358     |
| Age: 45-64               | 54% (404)  | 46% (347) | 751     |
| Age: 65+                 | 52% (228)  | 48% (208) | 436     |
| GenZers: 1997-2012       | 62% (212)  | 38% (128) | 340     |
| Millennials: 1981-1996   | 62% (305)  | 38% (187) | 492     |
| GenXers: 1965-1980       | 54% (293)  | 46% (246) | 539     |
| Baby Boomers: 1946-1964  | 55% (414)  | 45% (337) | 752     |
| PID: Dem (no lean)       | 56% (461)  | 44% (361) | 823     |
| PID: Ind (no lean)       | 55% (396)  | 45% (324) | 720     |
| PID: Rep (no lean)       | 61% (400)  | 39% (257) | 657     |
| PID/Gender: Dem Men      | 56% (203)  | 44% (158) | 360     |
| PID/Gender: Dem Women    | 56% (259)  | 44% (204) | 462     |
| PID/Gender: Ind Men      | 55% (199)  | 45% (163) | 362     |
| PID/Gender: Ind Women    | 55% (196)  | 45% (162) | 358     |
| PID/Gender: Rep Men      | 63% (214)  | 37% (125) | 339     |
| PID/Gender: Rep Women    | 58% (185)  | 42% (132) | 318     |
| Ideo: Liberal (1-3)      | 58% (372)  | 42% (272) | 644     |
| Ideo: Moderate (4)       | 53% (304)  | 47% (268) | 572     |
| Ideo: Conservative (5-7) | 63% (459)  | 37% (265) | 724     |
| Educ: < College          | 53% (803)  | 47% (709) | 1512    |
| Educ: Bachelors degree   | 65% (288)  | 35% (156) | 444     |
| Educ: Post-grad          | 68% (166)  | 32% (78)  | 244     |
| Income: Under 50k        | 49% (587)  | 51% (602) | 1189    |
| Income: 50k-100k         | 64% (421)  | 36% (241) | 662     |
| Income: 100k+            | 71% (249)  | 29% (100) | 349     |
| Ethnicity: White         | 58% (1001) | 42% (721) | 1722    |
| Ethnicity: Hispanic      | 57% (198)  | 43% (152) | 349     |
| Ethnicity: Afr. Am.      | 58% (159)  | 42% (116) | 274     |

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**Table CMSdem2\_1:** *And do you currently have plans to do any of the following in the next year?*  
*Travel within the U.S.*

| Demographic                       | Yes        | No        | Total N |
|-----------------------------------|------------|-----------|---------|
| Adults                            | 57% (1257) | 43% (943) | 2200    |
| Ethnicity: Other                  | 48% (97)   | 52% (107) | 204     |
| All Christian                     | 59% (604)  | 41% (424) | 1029    |
| All Non-Christian                 | 63% (76)   | 37% (46)  | 122     |
| Atheist                           | 62% (82)   | 38% (51)  | 133     |
| Agnostic/Nothing in particular    | 51% (269)  | 49% (257) | 526     |
| Something Else                    | 58% (225)  | 42% (166) | 391     |
| Religious Non-Protestant/Catholic | 61% (95)   | 39% (61)  | 156     |
| Evangelical                       | 58% (326)  | 42% (235) | 560     |
| Non-Evangelical                   | 58% (473)  | 42% (337) | 809     |
| Community: Urban                  | 53% (313)  | 47% (282) | 594     |
| Community: Suburban               | 61% (643)  | 39% (403) | 1045    |
| Community: Rural                  | 54% (301)  | 46% (259) | 560     |
| Employ: Private Sector            | 65% (400)  | 35% (213) | 613     |
| Employ: Government                | 74% (115)  | 26% (39)  | 154     |
| Employ: Self-Employed             | 61% (108)  | 39% (69)  | 177     |
| Employ: Homemaker                 | 54% (73)   | 46% (62)  | 135     |
| Employ: Retired                   | 49% (242)  | 51% (251) | 492     |
| Employ: Unemployed                | 43% (138)  | 57% (186) | 323     |
| Employ: Other                     | 48% (67)   | 52% (72)  | 140     |
| Military HH: Yes                  | 64% (221)  | 36% (122) | 343     |
| Military HH: No                   | 56% (1036) | 44% (821) | 1857    |
| RD/WT: Right Direction            | 63% (367)  | 37% (216) | 583     |
| RD/WT: Wrong Track                | 55% (890)  | 45% (727) | 1617    |
| Trump Job Approve                 | 64% (542)  | 36% (303) | 845     |
| Trump Job Disapprove              | 55% (693)  | 45% (574) | 1268    |
| Trump Job Strongly Approve        | 62% (287)  | 38% (178) | 464     |
| Trump Job Somewhat Approve        | 67% (256)  | 33% (125) | 381     |
| Trump Job Somewhat Disapprove     | 66% (151)  | 34% (79)  | 230     |
| Trump Job Strongly Disapprove     | 52% (543)  | 48% (495) | 1037    |
| Favorable of Trump                | 66% (534)  | 34% (281) | 814     |
| Unfavorable of Trump              | 54% (686)  | 46% (591) | 1278    |

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**Table CMSdem2\_1:** *And do you currently have plans to do any of the following in the next year?  
Travel within the U.S.*

| Demographic                          | Yes        | No        | Total N |
|--------------------------------------|------------|-----------|---------|
| Adults                               | 57% (1257) | 43% (943) | 2200    |
| Very Favorable of Trump              | 64% (298)  | 36% (167) | 465     |
| Somewhat Favorable of Trump          | 68% (236)  | 32% (113) | 349     |
| Somewhat Unfavorable of Trump        | 63% (130)  | 37% (75)  | 205     |
| Very Unfavorable of Trump            | 52% (556)  | 48% (516) | 1072    |
| #1 Issue: Economy                    | 64% (463)  | 36% (258) | 722     |
| #1 Issue: Security                   | 58% (153)  | 42% (111) | 263     |
| #1 Issue: Health Care                | 52% (224)  | 48% (203) | 427     |
| #1 Issue: Medicare / Social Security | 46% (131)  | 54% (151) | 282     |
| #1 Issue: Women's Issues             | 64% (71)   | 36% (40)  | 111     |
| #1 Issue: Education                  | 61% (81)   | 39% (51)  | 132     |
| #1 Issue: Energy                     | 51% (45)   | 49% (43)  | 88      |
| #1 Issue: Other                      | 51% (89)   | 49% (87)  | 175     |
| 2018 House Vote: Democrat            | 55% (417)  | 45% (343) | 760     |
| 2018 House Vote: Republican          | 65% (398)  | 35% (218) | 616     |
| 2018 House Vote: Someone else        | 55% (39)   | 45% (31)  | 70      |
| 2016 Vote: Hillary Clinton           | 52% (356)  | 48% (333) | 689     |
| 2016 Vote: Donald Trump              | 65% (429)  | 35% (229) | 658     |
| 2016 Vote: Other                     | 63% (99)   | 37% (58)  | 157     |
| 2016 Vote: Didn't Vote               | 54% (373)  | 46% (323) | 696     |
| Voted in 2014: Yes                   | 59% (742)  | 41% (513) | 1255    |
| Voted in 2014: No                    | 54% (514)  | 46% (431) | 945     |
| 2012 Vote: Barack Obama              | 54% (427)  | 46% (358) | 785     |
| 2012 Vote: Mitt Romney               | 62% (310)  | 38% (186) | 496     |
| 2012 Vote: Other                     | 54% (45)   | 46% (38)  | 83      |
| 2012 Vote: Didn't Vote               | 57% (473)  | 43% (358) | 831     |
| 4-Region: Northeast                  | 57% (224)  | 43% (170) | 394     |
| 4-Region: Midwest                    | 56% (258)  | 44% (204) | 462     |
| 4-Region: South                      | 59% (488)  | 41% (336) | 824     |
| 4-Region: West                       | 55% (287)  | 45% (233) | 520     |
| Frequent Flyer                       | 78% (212)  | 22% (61)  | 273     |
| International Travel                 | 75% (315)  | 25% (105) | 420     |

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**Table CMSdem2\_1:** *And do you currently have plans to do any of the following in the next year?**Travel within the U.S.*

| <b>Demographic</b>                    | <b>Yes</b> |        | <b>No</b> |       | <b>Total N</b> |
|---------------------------------------|------------|--------|-----------|-------|----------------|
| Adults                                | 57%        | (1257) | 43%       | (943) | 2200           |
| Sports fans                           | 63%        | (914)  | 37%       | (543) | 1457           |
| Heard a lot/some about new H1N1       | 59%        | (590)  | 41%       | (407) | 997            |
| Heard not much/nothing about new H1N1 | 55%        | (667)  | 45%       | (537) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem2\_2:** *And do you currently have plans to do any of the following in the next year?*  
*Travel outside of the U.S.*

| Demographic              | Yes       | No         | Total N |
|--------------------------|-----------|------------|---------|
| Adults                   | 15% (328) | 85% (1872) | 2200    |
| Gender: Male             | 17% (178) | 83% (883)  | 1062    |
| Gender: Female           | 13% (150) | 87% (988)  | 1138    |
| Age: 18-34               | 21% (139) | 79% (516)  | 655     |
| Age: 35-44               | 19% (67)  | 81% (291)  | 358     |
| Age: 45-64               | 10% (77)  | 90% (674)  | 751     |
| Age: 65+                 | 10% (46)  | 90% (390)  | 436     |
| GenZers: 1997-2012       | 22% (75)  | 78% (265)  | 340     |
| Millennials: 1981-1996   | 20% (98)  | 80% (393)  | 492     |
| GenXers: 1965-1980       | 14% (74)  | 86% (465)  | 539     |
| Baby Boomers: 1946-1964  | 10% (76)  | 90% (676)  | 752     |
| PID: Dem (no lean)       | 15% (120) | 85% (703)  | 823     |
| PID: Ind (no lean)       | 13% (97)  | 87% (623)  | 720     |
| PID: Rep (no lean)       | 17% (111) | 83% (546)  | 657     |
| PID/Gender: Dem Men      | 17% (59)  | 83% (301)  | 360     |
| PID/Gender: Dem Women    | 13% (61)  | 87% (402)  | 462     |
| PID/Gender: Ind Men      | 13% (49)  | 87% (313)  | 362     |
| PID/Gender: Ind Women    | 13% (48)  | 87% (310)  | 358     |
| PID/Gender: Rep Men      | 21% (70)  | 79% (269)  | 339     |
| PID/Gender: Rep Women    | 13% (41)  | 87% (277)  | 318     |
| Ideo: Liberal (1-3)      | 17% (107) | 83% (538)  | 644     |
| Ideo: Moderate (4)       | 13% (73)  | 87% (499)  | 572     |
| Ideo: Conservative (5-7) | 16% (118) | 84% (606)  | 724     |
| Educ: < College          | 11% (163) | 89% (1350) | 1512    |
| Educ: Bachelors degree   | 21% (94)  | 79% (350)  | 444     |
| Educ: Post-grad          | 29% (72)  | 71% (172)  | 244     |
| Income: Under 50k        | 10% (116) | 90% (1073) | 1189    |
| Income: 50k-100k         | 18% (120) | 82% (542)  | 662     |
| Income: 100k+            | 26% (92)  | 74% (257)  | 349     |
| Ethnicity: White         | 13% (231) | 87% (1491) | 1722    |
| Ethnicity: Hispanic      | 24% (84)  | 76% (265)  | 349     |
| Ethnicity: Afr. Am.      | 19% (51)  | 81% (223)  | 274     |

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**Table CMSdem2\_2:** *And do you currently have plans to do any of the following in the next year?*  
*Travel outside of the U.S.*

| Demographic                       | Yes       | No         | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults                            | 15% (328) | 85% (1872) | 2200    |
| Ethnicity: Other                  | 23% (47)  | 77% (157)  | 204     |
| All Christian                     | 16% (164) | 84% (865)  | 1029    |
| All Non-Christian                 | 29% (35)  | 71% (87)   | 122     |
| Atheist                           | 11% (15)  | 89% (119)  | 133     |
| Agnostic/Nothing in particular    | 11% (60)  | 89% (466)  | 526     |
| Something Else                    | 14% (55)  | 86% (336)  | 391     |
| Religious Non-Protestant/Catholic | 28% (45)  | 72% (112)  | 156     |
| Evangelical                       | 13% (73)  | 87% (488)  | 560     |
| Non-Evangelical                   | 16% (127) | 84% (682)  | 809     |
| Community: Urban                  | 15% (92)  | 85% (503)  | 594     |
| Community: Suburban               | 17% (180) | 83% (865)  | 1045    |
| Community: Rural                  | 10% (56)  | 90% (504)  | 560     |
| Employ: Private Sector            | 21% (127) | 79% (486)  | 613     |
| Employ: Government                | 20% (31)  | 80% (123)  | 154     |
| Employ: Self-Employed             | 18% (32)  | 82% (145)  | 177     |
| Employ: Homemaker                 | 13% (18)  | 87% (117)  | 135     |
| Employ: Retired                   | 9% (46)   | 91% (446)  | 492     |
| Employ: Unemployed                | 9% (28)   | 91% (295)  | 323     |
| Employ: Other                     | 11% (16)  | 89% (124)  | 140     |
| Military HH: Yes                  | 18% (62)  | 82% (281)  | 343     |
| Military HH: No                   | 14% (266) | 86% (1591) | 1857    |
| RD/WT: Right Direction            | 21% (120) | 79% (462)  | 583     |
| RD/WT: Wrong Track                | 13% (208) | 87% (1410) | 1617    |
| Trump Job Approve                 | 17% (147) | 83% (698)  | 845     |
| Trump Job Disapprove              | 13% (171) | 87% (1096) | 1268    |
| Trump Job Strongly Approve        | 18% (85)  | 82% (380)  | 464     |
| Trump Job Somewhat Approve        | 16% (62)  | 84% (319)  | 381     |
| Trump Job Somewhat Disapprove     | 16% (36)  | 84% (194)  | 230     |
| Trump Job Strongly Disapprove     | 13% (135) | 87% (903)  | 1037    |
| Favorable of Trump                | 18% (143) | 82% (671)  | 814     |
| Unfavorable of Trump              | 13% (164) | 87% (1114) | 1278    |

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**Table CMSdem2\_2:** *And do you currently have plans to do any of the following in the next year?*  
*Travel outside of the U.S.*

| Demographic                          | Yes       | No         | Total N |
|--------------------------------------|-----------|------------|---------|
| Adults                               | 15% (328) | 85% (1872) | 2200    |
| Very Favorable of Trump              | 18% (82)  | 82% (383)  | 465     |
| Somewhat Favorable of Trump          | 18% (61)  | 82% (288)  | 349     |
| Somewhat Unfavorable of Trump        | 8% (17)   | 92% (188)  | 205     |
| Very Unfavorable of Trump            | 14% (147) | 86% (926)  | 1072    |
| #1 Issue: Economy                    | 15% (106) | 85% (616)  | 722     |
| #1 Issue: Security                   | 19% (49)  | 81% (215)  | 263     |
| #1 Issue: Health Care                | 16% (67)  | 84% (360)  | 427     |
| #1 Issue: Medicare / Social Security | 9% (26)   | 91% (256)  | 282     |
| #1 Issue: Women's Issues             | 17% (19)  | 83% (92)   | 111     |
| #1 Issue: Education                  | 21% (28)  | 79% (105)  | 132     |
| #1 Issue: Energy                     | 22% (20)  | 78% (68)   | 88      |
| #1 Issue: Other                      | 8% (14)   | 92% (161)  | 175     |
| 2018 House Vote: Democrat            | 14% (106) | 86% (654)  | 760     |
| 2018 House Vote: Republican          | 18% (111) | 82% (505)  | 616     |
| 2018 House Vote: Someone else        | 14% (10)  | 86% (60)   | 70      |
| 2016 Vote: Hillary Clinton           | 14% (95)  | 86% (594)  | 689     |
| 2016 Vote: Donald Trump              | 17% (111) | 83% (546)  | 658     |
| 2016 Vote: Other                     | 14% (21)  | 86% (136)  | 157     |
| 2016 Vote: Didn't Vote               | 14% (101) | 86% (595)  | 696     |
| Voted in 2014: Yes                   | 15% (185) | 85% (1070) | 1255    |
| Voted in 2014: No                    | 15% (143) | 85% (802)  | 945     |
| 2012 Vote: Barack Obama              | 13% (99)  | 87% (686)  | 785     |
| 2012 Vote: Mitt Romney               | 15% (73)  | 85% (423)  | 496     |
| 2012 Vote: Other                     | 14% (12)  | 86% (71)   | 83      |
| 2012 Vote: Didn't Vote               | 17% (144) | 83% (687)  | 831     |
| 4-Region: Northeast                  | 18% (69)  | 82% (324)  | 394     |
| 4-Region: Midwest                    | 12% (55)  | 88% (407)  | 462     |
| 4-Region: South                      | 14% (112) | 86% (712)  | 824     |
| 4-Region: West                       | 18% (92)  | 82% (428)  | 520     |
| Frequent Flyer                       | 45% (124) | 55% (150)  | 273     |
| International Travel                 | 53% (221) | 47% (199)  | 420     |

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**Table CMSdem2\_2:** *And do you currently have plans to do any of the following in the next year?**Travel outside of the U.S.*

| <b>Demographic</b>                    | <b>Yes</b> |       | <b>No</b> |        | <b>Total N</b> |
|---------------------------------------|------------|-------|-----------|--------|----------------|
| Adults                                | 15%        | (328) | 85%       | (1872) | 2200           |
| Sports fans                           | 17%        | (250) | 83%       | (1207) | 1457           |
| Heard a lot/some about new H1N1       | 18%        | (184) | 82%       | (813)  | 997            |
| Heard not much/nothing about new H1N1 | 12%        | (144) | 88%       | (1059) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem2\_3:** *And do you currently have plans to do any of the following in the next year?  
Stay overnight at a hotel in the U.S.*

| Demographic              | Yes       | No         | Total N |
|--------------------------|-----------|------------|---------|
| Adults                   | 45% (994) | 55% (1206) | 2200    |
| Gender: Male             | 47% (500) | 53% (561)  | 1062    |
| Gender: Female           | 43% (494) | 57% (644)  | 1138    |
| Age: 18-34               | 52% (338) | 48% (317)  | 655     |
| Age: 35-44               | 53% (189) | 47% (168)  | 358     |
| Age: 45-64               | 42% (312) | 58% (439)  | 751     |
| Age: 65+                 | 35% (155) | 65% (282)  | 436     |
| GenZers: 1997-2012       | 52% (176) | 48% (163)  | 340     |
| Millennials: 1981-1996   | 51% (252) | 49% (240)  | 492     |
| GenXers: 1965-1980       | 47% (253) | 53% (286)  | 539     |
| Baby Boomers: 1946-1964  | 39% (294) | 61% (458)  | 752     |
| PID: Dem (no lean)       | 42% (345) | 58% (478)  | 823     |
| PID: Ind (no lean)       | 44% (315) | 56% (405)  | 720     |
| PID: Rep (no lean)       | 51% (335) | 49% (322)  | 657     |
| PID/Gender: Dem Men      | 43% (154) | 57% (207)  | 360     |
| PID/Gender: Dem Women    | 41% (191) | 59% (272)  | 462     |
| PID/Gender: Ind Men      | 44% (160) | 56% (202)  | 362     |
| PID/Gender: Ind Women    | 43% (154) | 57% (204)  | 358     |
| PID/Gender: Rep Men      | 55% (186) | 45% (153)  | 339     |
| PID/Gender: Rep Women    | 47% (149) | 53% (169)  | 318     |
| Ideo: Liberal (1-3)      | 44% (285) | 56% (360)  | 644     |
| Ideo: Moderate (4)       | 42% (239) | 58% (333)  | 572     |
| Ideo: Conservative (5-7) | 52% (373) | 48% (351)  | 724     |
| Educ: < College          | 42% (639) | 58% (873)  | 1512    |
| Educ: Bachelors degree   | 49% (217) | 51% (227)  | 444     |
| Educ: Post-grad          | 57% (138) | 43% (106)  | 244     |
| Income: Under 50k        | 38% (449) | 62% (740)  | 1189    |
| Income: 50k-100k         | 53% (348) | 47% (314)  | 662     |
| Income: 100k+            | 57% (198) | 43% (152)  | 349     |
| Ethnicity: White         | 45% (776) | 55% (945)  | 1722    |
| Ethnicity: Hispanic      | 49% (173) | 51% (177)  | 349     |
| Ethnicity: Afr. Am.      | 51% (141) | 49% (134)  | 274     |

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**Table CMSdem2\_3:** *And do you currently have plans to do any of the following in the next year?  
 Stay overnight at a hotel in the U.S.*

| Demographic                       | Yes       | No         | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults                            | 45% (994) | 55% (1206) | 2200    |
| Ethnicity: Other                  | 38% (77)  | 62% (127)  | 204     |
| All Christian                     | 47% (480) | 53% (549)  | 1029    |
| All Non-Christian                 | 45% (54)  | 55% (67)   | 122     |
| Atheist                           | 51% (67)  | 49% (66)   | 133     |
| Agnostic/Nothing in particular    | 38% (202) | 62% (324)  | 526     |
| Something Else                    | 49% (191) | 51% (200)  | 391     |
| Religious Non-Protestant/Catholic | 46% (72)  | 54% (84)   | 156     |
| Evangelical                       | 49% (275) | 51% (285)  | 560     |
| Non-Evangelical                   | 45% (366) | 55% (443)  | 809     |
| Community: Urban                  | 45% (267) | 55% (327)  | 594     |
| Community: Suburban               | 49% (512) | 51% (533)  | 1045    |
| Community: Rural                  | 38% (215) | 62% (345)  | 560     |
| Employ: Private Sector            | 53% (327) | 47% (286)  | 613     |
| Employ: Government                | 60% (93)  | 40% (61)   | 154     |
| Employ: Self-Employed             | 53% (93)  | 47% (83)   | 177     |
| Employ: Homemaker                 | 44% (60)  | 56% (75)   | 135     |
| Employ: Retired                   | 34% (165) | 66% (327)  | 492     |
| Employ: Unemployed                | 34% (109) | 66% (215)  | 323     |
| Employ: Other                     | 43% (61)  | 57% (79)   | 140     |
| Military HH: Yes                  | 53% (181) | 47% (162)  | 343     |
| Military HH: No                   | 44% (814) | 56% (1044) | 1857    |
| RD/WT: Right Direction            | 53% (309) | 47% (274)  | 583     |
| RD/WT: Wrong Track                | 42% (685) | 58% (932)  | 1617    |
| Trump Job Approve                 | 52% (443) | 48% (402)  | 845     |
| Trump Job Disapprove              | 42% (530) | 58% (738)  | 1268    |
| Trump Job Strongly Approve        | 51% (238) | 49% (226)  | 464     |
| Trump Job Somewhat Approve        | 54% (205) | 46% (175)  | 381     |
| Trump Job Somewhat Disapprove     | 53% (123) | 47% (107)  | 230     |
| Trump Job Strongly Disapprove     | 39% (407) | 61% (630)  | 1037    |
| Favorable of Trump                | 53% (432) | 47% (383)  | 814     |
| Unfavorable of Trump              | 42% (539) | 58% (739)  | 1278    |

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**Table CMSdem2\_3:** *And do you currently have plans to do any of the following in the next year?  
Stay overnight at a hotel in the U.S.*

| Demographic                          | Yes       | No         | Total N |
|--------------------------------------|-----------|------------|---------|
| Adults                               | 45% (994) | 55% (1206) | 2200    |
| Very Favorable of Trump              | 53% (244) | 47% (221)  | 465     |
| Somewhat Favorable of Trump          | 54% (187) | 46% (162)  | 349     |
| Somewhat Unfavorable of Trump        | 51% (106) | 49% (100)  | 205     |
| Very Unfavorable of Trump            | 40% (433) | 60% (639)  | 1072    |
| #1 Issue: Economy                    | 51% (368) | 49% (354)  | 722     |
| #1 Issue: Security                   | 46% (122) | 54% (142)  | 263     |
| #1 Issue: Health Care                | 43% (186) | 57% (241)  | 427     |
| #1 Issue: Medicare / Social Security | 32% (91)  | 68% (191)  | 282     |
| #1 Issue: Women's Issues             | 52% (58)  | 48% (53)   | 111     |
| #1 Issue: Education                  | 52% (69)  | 48% (64)   | 132     |
| #1 Issue: Energy                     | 42% (37)  | 58% (51)   | 88      |
| #1 Issue: Other                      | 37% (65)  | 63% (111)  | 175     |
| 2018 House Vote: Democrat            | 42% (318) | 58% (441)  | 760     |
| 2018 House Vote: Republican          | 54% (332) | 46% (284)  | 616     |
| 2018 House Vote: Someone else        | 38% (27)  | 62% (43)   | 70      |
| 2016 Vote: Hillary Clinton           | 38% (262) | 62% (427)  | 689     |
| 2016 Vote: Donald Trump              | 53% (351) | 47% (306)  | 658     |
| 2016 Vote: Other                     | 47% (73)  | 53% (84)   | 157     |
| 2016 Vote: Didn't Vote               | 44% (307) | 56% (389)  | 696     |
| Voted in 2014: Yes                   | 47% (591) | 53% (664)  | 1255    |
| Voted in 2014: No                    | 43% (403) | 57% (542)  | 945     |
| 2012 Vote: Barack Obama              | 44% (343) | 56% (442)  | 785     |
| 2012 Vote: Mitt Romney               | 49% (244) | 51% (253)  | 496     |
| 2012 Vote: Other                     | 44% (36)  | 56% (47)   | 83      |
| 2012 Vote: Didn't Vote               | 45% (371) | 55% (460)  | 831     |
| 4-Region: Northeast                  | 50% (197) | 50% (197)  | 394     |
| 4-Region: Midwest                    | 40% (187) | 60% (276)  | 462     |
| 4-Region: South                      | 46% (383) | 54% (441)  | 824     |
| 4-Region: West                       | 44% (228) | 56% (292)  | 520     |
| Frequent Flyer                       | 72% (198) | 28% (76)   | 273     |
| International Travel                 | 65% (274) | 35% (146)  | 420     |

Continued on next page

**Table CMSdem2\_3:** *And do you currently have plans to do any of the following in the next year?  
Stay overnight at a hotel in the U.S.*

| Demographic                           | Yes |       | No  |        | Total N |
|---------------------------------------|-----|-------|-----|--------|---------|
| Adults                                | 45% | (994) | 55% | (1206) | 2200    |
| Sports fans                           | 50% | (734) | 50% | (723)  | 1457    |
| Heard a lot/some about new H1N1       | 50% | (494) | 50% | (503)  | 997     |
| Heard not much/nothing about new H1N1 | 42% | (500) | 58% | (703)  | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem2\_4:** *And do you currently have plans to do any of the following in the next year?  
Stay overnight at a hotel outside of the U.S.*

| Demographic              | Yes       | No         | Total N |
|--------------------------|-----------|------------|---------|
| Adults                   | 17% (383) | 83% (1817) | 2200    |
| Gender: Male             | 19% (197) | 81% (865)  | 1062    |
| Gender: Female           | 16% (186) | 84% (952)  | 1138    |
| Age: 18-34               | 23% (152) | 77% (503)  | 655     |
| Age: 35-44               | 22% (77)  | 78% (280)  | 358     |
| Age: 45-64               | 13% (99)  | 87% (652)  | 751     |
| Age: 65+                 | 12% (54)  | 88% (382)  | 436     |
| GenZers: 1997-2012       | 24% (83)  | 76% (257)  | 340     |
| Millennials: 1981-1996   | 22% (108) | 78% (384)  | 492     |
| GenXers: 1965-1980       | 18% (95)  | 82% (444)  | 539     |
| Baby Boomers: 1946-1964  | 12% (91)  | 88% (660)  | 752     |
| PID: Dem (no lean)       | 18% (147) | 82% (676)  | 823     |
| PID: Ind (no lean)       | 16% (112) | 84% (608)  | 720     |
| PID: Rep (no lean)       | 19% (124) | 81% (534)  | 657     |
| PID/Gender: Dem Men      | 19% (67)  | 81% (293)  | 360     |
| PID/Gender: Dem Women    | 17% (80)  | 83% (382)  | 462     |
| PID/Gender: Ind Men      | 14% (51)  | 86% (311)  | 362     |
| PID/Gender: Ind Women    | 17% (61)  | 83% (297)  | 358     |
| PID/Gender: Rep Men      | 23% (78)  | 77% (261)  | 339     |
| PID/Gender: Rep Women    | 14% (45)  | 86% (272)  | 318     |
| Ideo: Liberal (1-3)      | 21% (137) | 79% (508)  | 644     |
| Ideo: Moderate (4)       | 14% (80)  | 86% (492)  | 572     |
| Ideo: Conservative (5-7) | 19% (137) | 81% (586)  | 724     |
| Educ: < College          | 14% (211) | 86% (1301) | 1512    |
| Educ: Bachelors degree   | 22% (99)  | 78% (345)  | 444     |
| Educ: Post-grad          | 30% (72)  | 70% (172)  | 244     |
| Income: Under 50k        | 13% (160) | 87% (1029) | 1189    |
| Income: 50k-100k         | 20% (129) | 80% (533)  | 662     |
| Income: 100k+            | 27% (94)  | 73% (256)  | 349     |
| Ethnicity: White         | 16% (272) | 84% (1450) | 1722    |
| Ethnicity: Hispanic      | 29% (100) | 71% (249)  | 349     |
| Ethnicity: Afr. Am.      | 22% (61)  | 78% (214)  | 274     |

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**Table CMSdem2\_4:** *And do you currently have plans to do any of the following in the next year?  
 Stay overnight at a hotel outside of the U.S.*

| Demographic                       | Yes       | No         | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults                            | 17% (383) | 83% (1817) | 2200    |
| Ethnicity: Other                  | 25% (50)  | 75% (154)  | 204     |
| All Christian                     | 18% (187) | 82% (841)  | 1029    |
| All Non-Christian                 | 25% (30)  | 75% (92)   | 122     |
| Atheist                           | 23% (31)  | 77% (103)  | 133     |
| Agnostic/Nothing in particular    | 13% (69)  | 87% (456)  | 526     |
| Something Else                    | 17% (66)  | 83% (325)  | 391     |
| Religious Non-Protestant/Catholic | 25% (38)  | 75% (118)  | 156     |
| Evangelical                       | 17% (96)  | 83% (465)  | 560     |
| Non-Evangelical                   | 17% (141) | 83% (668)  | 809     |
| Community: Urban                  | 18% (108) | 82% (487)  | 594     |
| Community: Suburban               | 20% (207) | 80% (838)  | 1045    |
| Community: Rural                  | 12% (68)  | 88% (492)  | 560     |
| Employ: Private Sector            | 23% (140) | 77% (473)  | 613     |
| Employ: Government                | 23% (35)  | 77% (119)  | 154     |
| Employ: Self-Employed             | 22% (39)  | 78% (138)  | 177     |
| Employ: Homemaker                 | 15% (20)  | 85% (115)  | 135     |
| Employ: Retired                   | 12% (57)  | 88% (435)  | 492     |
| Employ: Unemployed                | 12% (39)  | 88% (284)  | 323     |
| Employ: Other                     | 15% (20)  | 85% (119)  | 140     |
| Military HH: Yes                  | 19% (65)  | 81% (278)  | 343     |
| Military HH: No                   | 17% (318) | 83% (1539) | 1857    |
| RD/WT: Right Direction            | 22% (130) | 78% (453)  | 583     |
| RD/WT: Wrong Track                | 16% (253) | 84% (1364) | 1617    |
| Trump Job Approve                 | 20% (172) | 80% (673)  | 845     |
| Trump Job Disapprove              | 15% (195) | 85% (1072) | 1268    |
| Trump Job Strongly Approve        | 23% (106) | 77% (358)  | 464     |
| Trump Job Somewhat Approve        | 17% (65)  | 83% (315)  | 381     |
| Trump Job Somewhat Disapprove     | 14% (33)  | 86% (197)  | 230     |
| Trump Job Strongly Disapprove     | 16% (162) | 84% (875)  | 1037    |
| Favorable of Trump                | 20% (164) | 80% (651)  | 814     |
| Unfavorable of Trump              | 15% (197) | 85% (1081) | 1278    |

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**Table CMSdem2\_4:** *And do you currently have plans to do any of the following in the next year?  
Stay overnight at a hotel outside of the U.S.*

| Demographic                          | Yes       | No         | Total N |
|--------------------------------------|-----------|------------|---------|
| Adults                               | 17% (383) | 83% (1817) | 2200    |
| Very Favorable of Trump              | 22% (102) | 78% (363)  | 465     |
| Somewhat Favorable of Trump          | 18% (62)  | 82% (288)  | 349     |
| Somewhat Unfavorable of Trump        | 9% (19)   | 91% (186)  | 205     |
| Very Unfavorable of Trump            | 17% (178) | 83% (895)  | 1072    |
| #1 Issue: Economy                    | 18% (127) | 82% (595)  | 722     |
| #1 Issue: Security                   | 21% (55)  | 79% (208)  | 263     |
| #1 Issue: Health Care                | 16% (66)  | 84% (360)  | 427     |
| #1 Issue: Medicare / Social Security | 12% (34)  | 88% (247)  | 282     |
| #1 Issue: Women's Issues             | 20% (23)  | 80% (88)   | 111     |
| #1 Issue: Education                  | 24% (32)  | 76% (101)  | 132     |
| #1 Issue: Energy                     | 28% (25)  | 72% (63)   | 88      |
| #1 Issue: Other                      | 12% (21)  | 88% (154)  | 175     |
| 2018 House Vote: Democrat            | 16% (125) | 84% (635)  | 760     |
| 2018 House Vote: Republican          | 20% (124) | 80% (492)  | 616     |
| 2018 House Vote: Someone else        | 16% (11)  | 84% (58)   | 70      |
| 2016 Vote: Hillary Clinton           | 15% (103) | 85% (586)  | 689     |
| 2016 Vote: Donald Trump              | 20% (129) | 80% (529)  | 658     |
| 2016 Vote: Other                     | 16% (26)  | 84% (131)  | 157     |
| 2016 Vote: Didn't Vote               | 18% (125) | 82% (571)  | 696     |
| Voted in 2014: Yes                   | 17% (212) | 83% (1043) | 1255    |
| Voted in 2014: No                    | 18% (171) | 82% (774)  | 945     |
| 2012 Vote: Barack Obama              | 15% (119) | 85% (666)  | 785     |
| 2012 Vote: Mitt Romney               | 17% (86)  | 83% (410)  | 496     |
| 2012 Vote: Other                     | 17% (14)  | 83% (69)   | 83      |
| 2012 Vote: Didn't Vote               | 20% (164) | 80% (667)  | 831     |
| 4-Region: Northeast                  | 19% (77)  | 81% (317)  | 394     |
| 4-Region: Midwest                    | 12% (58)  | 88% (405)  | 462     |
| 4-Region: South                      | 16% (134) | 84% (691)  | 824     |
| 4-Region: West                       | 22% (115) | 78% (405)  | 520     |
| Frequent Flyer                       | 44% (121) | 56% (153)  | 273     |
| International Travel                 | 51% (216) | 49% (204)  | 420     |

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**Table CMSdem2\_4:** *And do you currently have plans to do any of the following in the next year?  
 Stay overnight at a hotel outside of the U.S.*

| Demographic                           | Yes |       | No  |        | Total N |
|---------------------------------------|-----|-------|-----|--------|---------|
| Adults                                | 17% | (383) | 83% | (1817) | 2200    |
| Sports fans                           | 20% | (294) | 80% | (1163) | 1457    |
| Heard a lot/some about new H1N1       | 21% | (210) | 79% | (786)  | 997     |
| Heard not much/nothing about new H1N1 | 14% | (173) | 86% | (1031) | 1203    |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem2\_5:** And do you currently have plans to do any of the following in the next year?

Travel by airplane

| Demographic              | Yes       | No         | Total N |
|--------------------------|-----------|------------|---------|
| Adults                   | 30% (649) | 70% (1551) | 2200    |
| Gender: Male             | 31% (328) | 69% (734)  | 1062    |
| Gender: Female           | 28% (321) | 72% (817)  | 1138    |
| Age: 18-34               | 36% (234) | 64% (421)  | 655     |
| Age: 35-44               | 37% (133) | 63% (224)  | 358     |
| Age: 45-64               | 24% (183) | 76% (568)  | 751     |
| Age: 65+                 | 23% (99)  | 77% (337)  | 436     |
| GenZers: 1997-2012       | 35% (119) | 65% (221)  | 340     |
| Millennials: 1981-1996   | 36% (177) | 64% (315)  | 492     |
| GenXers: 1965-1980       | 30% (163) | 70% (376)  | 539     |
| Baby Boomers: 1946-1964  | 24% (179) | 76% (573)  | 752     |
| PID: Dem (no lean)       | 30% (247) | 70% (576)  | 823     |
| PID: Ind (no lean)       | 27% (191) | 73% (529)  | 720     |
| PID: Rep (no lean)       | 32% (211) | 68% (446)  | 657     |
| PID/Gender: Dem Men      | 31% (111) | 69% (249)  | 360     |
| PID/Gender: Dem Women    | 29% (136) | 71% (327)  | 462     |
| PID/Gender: Ind Men      | 25% (91)  | 75% (271)  | 362     |
| PID/Gender: Ind Women    | 28% (100) | 72% (258)  | 358     |
| PID/Gender: Rep Men      | 37% (126) | 63% (214)  | 339     |
| PID/Gender: Rep Women    | 27% (86)  | 73% (232)  | 318     |
| Ideo: Liberal (1-3)      | 30% (196) | 70% (449)  | 644     |
| Ideo: Moderate (4)       | 29% (168) | 71% (404)  | 572     |
| Ideo: Conservative (5-7) | 32% (232) | 68% (492)  | 724     |
| Educ: < College          | 24% (362) | 76% (1151) | 1512    |
| Educ: Bachelors degree   | 39% (171) | 61% (272)  | 444     |
| Educ: Post-grad          | 48% (116) | 52% (128)  | 244     |
| Income: Under 50k        | 22% (258) | 78% (931)  | 1189    |
| Income: 50k-100k         | 35% (231) | 65% (431)  | 662     |
| Income: 100k+            | 46% (160) | 54% (189)  | 349     |
| Ethnicity: White         | 27% (472) | 73% (1249) | 1722    |
| Ethnicity: Hispanic      | 37% (129) | 63% (221)  | 349     |
| Ethnicity: Afr. Am.      | 39% (108) | 61% (166)  | 274     |

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**Table CMSdem2\_5:** *And do you currently have plans to do any of the following in the next year?*  
*Travel by airplane*

| Demographic                       | Yes       | No         | Total N |
|-----------------------------------|-----------|------------|---------|
| Adults                            | 30% (649) | 70% (1551) | 2200    |
| Ethnicity: Other                  | 34% (69)  | 66% (135)  | 204     |
| All Christian                     | 30% (305) | 70% (724)  | 1029    |
| All Non-Christian                 | 44% (53)  | 56% (69)   | 122     |
| Atheist                           | 30% (40)  | 70% (93)   | 133     |
| Agnostic/Nothing in particular    | 25% (133) | 75% (393)  | 526     |
| Something Else                    | 30% (119) | 70% (272)  | 391     |
| Religious Non-Protestant/Catholic | 42% (66)  | 58% (91)   | 156     |
| Evangelical                       | 28% (158) | 72% (402)  | 560     |
| Non-Evangelical                   | 30% (244) | 70% (566)  | 809     |
| Community: Urban                  | 31% (185) | 69% (410)  | 594     |
| Community: Suburban               | 35% (365) | 65% (680)  | 1045    |
| Community: Rural                  | 18% (99)  | 82% (461)  | 560     |
| Employ: Private Sector            | 40% (244) | 60% (368)  | 613     |
| Employ: Government                | 36% (56)  | 64% (99)   | 154     |
| Employ: Self-Employed             | 37% (66)  | 63% (111)  | 177     |
| Employ: Homemaker                 | 24% (32)  | 76% (102)  | 135     |
| Employ: Retired                   | 20% (101) | 80% (391)  | 492     |
| Employ: Unemployed                | 16% (52)  | 84% (272)  | 323     |
| Employ: Other                     | 27% (38)  | 73% (102)  | 140     |
| Military HH: Yes                  | 32% (110) | 68% (233)  | 343     |
| Military HH: No                   | 29% (539) | 71% (1318) | 1857    |
| RD/WT: Right Direction            | 34% (201) | 66% (382)  | 583     |
| RD/WT: Wrong Track                | 28% (448) | 72% (1169) | 1617    |
| Trump Job Approve                 | 33% (275) | 67% (570)  | 845     |
| Trump Job Disapprove              | 28% (357) | 72% (911)  | 1268    |
| Trump Job Strongly Approve        | 34% (156) | 66% (308)  | 464     |
| Trump Job Somewhat Approve        | 31% (119) | 69% (261)  | 381     |
| Trump Job Somewhat Disapprove     | 33% (76)  | 67% (154)  | 230     |
| Trump Job Strongly Disapprove     | 27% (280) | 73% (757)  | 1037    |
| Favorable of Trump                | 32% (262) | 68% (552)  | 814     |
| Unfavorable of Trump              | 28% (362) | 72% (915)  | 1278    |

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**Table CMSdem2\_5:** And do you currently have plans to do any of the following in the next year?

Travel by airplane

| Demographic                          | Yes       | No         | Total N |
|--------------------------------------|-----------|------------|---------|
| Adults                               | 30% (649) | 70% (1551) | 2200    |
| Very Favorable of Trump              | 33% (153) | 67% (312)  | 465     |
| Somewhat Favorable of Trump          | 31% (110) | 69% (240)  | 349     |
| Somewhat Unfavorable of Trump        | 28% (58)  | 72% (148)  | 205     |
| Very Unfavorable of Trump            | 28% (305) | 72% (768)  | 1072    |
| #1 Issue: Economy                    | 33% (241) | 67% (481)  | 722     |
| #1 Issue: Security                   | 27% (72)  | 73% (192)  | 263     |
| #1 Issue: Health Care                | 30% (127) | 70% (299)  | 427     |
| #1 Issue: Medicare / Social Security | 21% (59)  | 79% (223)  | 282     |
| #1 Issue: Women's Issues             | 36% (40)  | 64% (71)   | 111     |
| #1 Issue: Education                  | 38% (50)  | 62% (82)   | 132     |
| #1 Issue: Energy                     | 39% (34)  | 61% (54)   | 88      |
| #1 Issue: Other                      | 15% (26)  | 85% (150)  | 175     |
| 2018 House Vote: Democrat            | 31% (236) | 69% (524)  | 760     |
| 2018 House Vote: Republican          | 33% (201) | 67% (415)  | 616     |
| 2018 House Vote: Someone else        | 33% (23)  | 67% (47)   | 70      |
| 2016 Vote: Hillary Clinton           | 27% (189) | 73% (500)  | 689     |
| 2016 Vote: Donald Trump              | 32% (212) | 68% (445)  | 658     |
| 2016 Vote: Other                     | 34% (53)  | 66% (104)  | 157     |
| 2016 Vote: Didn't Vote               | 28% (195) | 72% (501)  | 696     |
| Voted in 2014: Yes                   | 31% (385) | 69% (870)  | 1255    |
| Voted in 2014: No                    | 28% (265) | 72% (680)  | 945     |
| 2012 Vote: Barack Obama              | 29% (231) | 71% (555)  | 785     |
| 2012 Vote: Mitt Romney               | 30% (150) | 70% (346)  | 496     |
| 2012 Vote: Other                     | 24% (20)  | 76% (63)   | 83      |
| 2012 Vote: Didn't Vote               | 30% (249) | 70% (582)  | 831     |
| 4-Region: Northeast                  | 32% (126) | 68% (267)  | 394     |
| 4-Region: Midwest                    | 25% (117) | 75% (345)  | 462     |
| 4-Region: South                      | 28% (233) | 72% (591)  | 824     |
| 4-Region: West                       | 33% (172) | 67% (348)  | 520     |
| Frequent Flyer                       | 72% (198) | 28% (76)   | 273     |
| International Travel                 | 60% (251) | 40% (169)  | 420     |

Continued on next page

**Table CMSdem2\_5:** *And do you currently have plans to do any of the following in the next year?**Travel by airplane*

| <b>Demographic</b>                    | <b>Yes</b> |       | <b>No</b> |        | <b>Total N</b> |
|---------------------------------------|------------|-------|-----------|--------|----------------|
| Adults                                | 30%        | (649) | 70%       | (1551) | 2200           |
| Sports fans                           | 33%        | (486) | 67%       | (971)  | 1457           |
| Heard a lot/some about new H1N1       | 34%        | (338) | 66%       | (659)  | 997            |
| Heard not much/nothing about new H1N1 | 26%        | (311) | 74%       | (892)  | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem3\_1: In general, what kind of fan do you consider yourself of the following?**  
Film

| Demographic              | An avid fan |       | A casual fan |        | Not a fan |       | Total N |
|--------------------------|-------------|-------|--------------|--------|-----------|-------|---------|
| Adults                   | 30%         | (671) | 54%          | (1199) | 15%       | (330) | 2200    |
| Gender: Male             | 32%         | (338) | 53%          | (559)  | 15%       | (164) | 1062    |
| Gender: Female           | 29%         | (333) | 56%          | (640)  | 15%       | (166) | 1138    |
| Age: 18-34               | 32%         | (207) | 52%          | (339)  | 17%       | (110) | 655     |
| Age: 35-44               | 39%         | (138) | 49%          | (175)  | 12%       | (45)  | 358     |
| Age: 45-64               | 29%         | (215) | 58%          | (437)  | 13%       | (99)  | 751     |
| Age: 65+                 | 26%         | (112) | 57%          | (248)  | 18%       | (76)  | 436     |
| GenZers: 1997-2012       | 26%         | (89)  | 55%          | (188)  | 19%       | (63)  | 340     |
| Millennials: 1981-1996   | 39%         | (192) | 47%          | (233)  | 14%       | (67)  | 492     |
| GenXers: 1965-1980       | 32%         | (175) | 54%          | (292)  | 13%       | (72)  | 539     |
| Baby Boomers: 1946-1964  | 27%         | (201) | 59%          | (444)  | 14%       | (106) | 752     |
| PID: Dem (no lean)       | 35%         | (286) | 53%          | (438)  | 12%       | (99)  | 823     |
| PID: Ind (no lean)       | 29%         | (207) | 56%          | (403)  | 15%       | (110) | 720     |
| PID: Rep (no lean)       | 27%         | (178) | 55%          | (359)  | 18%       | (120) | 657     |
| PID/Gender: Dem Men      | 33%         | (119) | 55%          | (197)  | 13%       | (45)  | 360     |
| PID/Gender: Dem Women    | 36%         | (167) | 52%          | (241)  | 12%       | (54)  | 462     |
| PID/Gender: Ind Men      | 33%         | (119) | 51%          | (185)  | 16%       | (57)  | 362     |
| PID/Gender: Ind Women    | 25%         | (88)  | 61%          | (217)  | 15%       | (53)  | 358     |
| PID/Gender: Rep Men      | 30%         | (100) | 52%          | (177)  | 18%       | (62)  | 339     |
| PID/Gender: Rep Women    | 24%         | (78)  | 57%          | (182)  | 18%       | (58)  | 318     |
| Ideo: Liberal (1-3)      | 40%         | (258) | 49%          | (317)  | 11%       | (69)  | 644     |
| Ideo: Moderate (4)       | 31%         | (177) | 56%          | (318)  | 14%       | (77)  | 572     |
| Ideo: Conservative (5-7) | 25%         | (178) | 57%          | (415)  | 18%       | (131) | 724     |
| Educ: < College          | 30%         | (451) | 54%          | (820)  | 16%       | (241) | 1512    |
| Educ: Bachelors degree   | 30%         | (133) | 57%          | (252)  | 13%       | (58)  | 444     |
| Educ: Post-grad          | 35%         | (86)  | 52%          | (127)  | 13%       | (31)  | 244     |
| Income: Under 50k        | 29%         | (340) | 54%          | (646)  | 17%       | (203) | 1189    |
| Income: 50k-100k         | 35%         | (229) | 53%          | (350)  | 13%       | (83)  | 662     |
| Income: 100k+            | 29%         | (102) | 58%          | (203)  | 13%       | (44)  | 349     |
| Ethnicity: White         | 30%         | (509) | 56%          | (957)  | 15%       | (255) | 1722    |
| Ethnicity: Hispanic      | 32%         | (112) | 55%          | (194)  | 12%       | (43)  | 349     |
| Ethnicity: Afr. Am.      | 36%         | (100) | 47%          | (128)  | 17%       | (46)  | 274     |

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**Table CMSdem3\_1: In general, what kind of fan do you consider yourself of the following?**  
*Film*

| Demographic                       | An avid fan |       | A casual fan |        | Not a fan |       | Total N |
|-----------------------------------|-------------|-------|--------------|--------|-----------|-------|---------|
| Adults                            | 30%         | (671) | 54%          | (1199) | 15%       | (330) | 2200    |
| Ethnicity: Other                  | 30%         | (62)  | 56%          | (114)  | 14%       | (29)  | 204     |
| All Christian                     | 29%         | (300) | 56%          | (580)  | 14%       | (148) | 1029    |
| All Non-Christian                 | 41%         | (50)  | 52%          | (64)   | 6%        | (8)   | 122     |
| Atheist                           | 35%         | (46)  | 59%          | (79)   | 6%        | (8)   | 133     |
| Agnostic/Nothing in particular    | 31%         | (161) | 52%          | (275)  | 17%       | (90)  | 526     |
| Something Else                    | 29%         | (113) | 52%          | (202)  | 20%       | (76)  | 391     |
| Religious Non-Protestant/Catholic | 37%         | (58)  | 56%          | (88)   | 6%        | (10)  | 156     |
| Evangelical                       | 28%         | (155) | 53%          | (296)  | 20%       | (109) | 560     |
| Non-Evangelical                   | 30%         | (245) | 57%          | (458)  | 13%       | (107) | 809     |
| Community: Urban                  | 37%         | (220) | 50%          | (298)  | 13%       | (76)  | 594     |
| Community: Suburban               | 30%         | (314) | 56%          | (585)  | 14%       | (146) | 1045    |
| Community: Rural                  | 24%         | (136) | 56%          | (316)  | 19%       | (108) | 560     |
| Employ: Private Sector            | 34%         | (211) | 54%          | (333)  | 11%       | (69)  | 613     |
| Employ: Government                | 31%         | (48)  | 52%          | (80)   | 17%       | (27)  | 154     |
| Employ: Self-Employed             | 33%         | (58)  | 50%          | (89)   | 17%       | (30)  | 177     |
| Employ: Homemaker                 | 29%         | (39)  | 47%          | (63)   | 24%       | (33)  | 135     |
| Employ: Retired                   | 26%         | (126) | 57%          | (280)  | 18%       | (86)  | 492     |
| Employ: Unemployed                | 31%         | (101) | 55%          | (177)  | 14%       | (46)  | 323     |
| Employ: Other                     | 25%         | (35)  | 59%          | (82)   | 16%       | (23)  | 140     |
| Military HH: Yes                  | 30%         | (102) | 53%          | (181)  | 17%       | (60)  | 343     |
| Military HH: No                   | 31%         | (569) | 55%          | (1018) | 15%       | (270) | 1857    |
| RD/WT: Right Direction            | 28%         | (160) | 54%          | (315)  | 18%       | (107) | 583     |
| RD/WT: Wrong Track                | 32%         | (511) | 55%          | (883)  | 14%       | (223) | 1617    |
| Trump Job Approve                 | 26%         | (218) | 56%          | (472)  | 18%       | (154) | 845     |
| Trump Job Disapprove              | 34%         | (431) | 53%          | (676)  | 13%       | (161) | 1268    |
| Trump Job Strongly Approve        | 25%         | (117) | 54%          | (250)  | 21%       | (97)  | 464     |
| Trump Job Somewhat Approve        | 27%         | (102) | 58%          | (222)  | 15%       | (57)  | 381     |
| Trump Job Somewhat Disapprove     | 33%         | (77)  | 51%          | (116)  | 16%       | (37)  | 230     |
| Trump Job Strongly Disapprove     | 34%         | (354) | 54%          | (560)  | 12%       | (124) | 1037    |
| Favorable of Trump                | 26%         | (214) | 56%          | (460)  | 17%       | (140) | 814     |
| Unfavorable of Trump              | 34%         | (430) | 54%          | (694)  | 12%       | (154) | 1278    |

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**Table CMSdem3\_1: In general, what kind of fan do you consider yourself of the following?  
Film**

| Demographic                          | An avid fan |       | A casual fan |        | Not a fan |       | Total N |
|--------------------------------------|-------------|-------|--------------|--------|-----------|-------|---------|
| Adults                               | 30%         | (671) | 54%          | (1199) | 15%       | (330) | 2200    |
| Very Favorable of Trump              | 26%         | (120) | 53%          | (248)  | 21%       | (97)  | 465     |
| Somewhat Favorable of Trump          | 27%         | (94)  | 61%          | (212)  | 12%       | (43)  | 349     |
| Somewhat Unfavorable of Trump        | 32%         | (66)  | 52%          | (107)  | 16%       | (33)  | 205     |
| Very Unfavorable of Trump            | 34%         | (364) | 55%          | (587)  | 11%       | (121) | 1072    |
| #1 Issue: Economy                    | 34%         | (247) | 53%          | (385)  | 12%       | (89)  | 722     |
| #1 Issue: Security                   | 24%         | (62)  | 56%          | (148)  | 20%       | (53)  | 263     |
| #1 Issue: Health Care                | 32%         | (136) | 56%          | (237)  | 13%       | (53)  | 427     |
| #1 Issue: Medicare / Social Security | 26%         | (75)  | 55%          | (156)  | 18%       | (51)  | 282     |
| #1 Issue: Women's Issues             | 26%         | (29)  | 59%          | (65)   | 15%       | (17)  | 111     |
| #1 Issue: Education                  | 31%         | (41)  | 52%          | (69)   | 17%       | (22)  | 132     |
| #1 Issue: Energy                     | 28%         | (24)  | 48%          | (42)   | 24%       | (21)  | 88      |
| #1 Issue: Other                      | 32%         | (56)  | 54%          | (95)   | 14%       | (24)  | 175     |
| 2018 House Vote: Democrat            | 36%         | (277) | 51%          | (389)  | 12%       | (94)  | 760     |
| 2018 House Vote: Republican          | 28%         | (173) | 55%          | (337)  | 17%       | (106) | 616     |
| 2018 House Vote: Someone else        | 29%         | (20)  | 58%          | (40)   | 13%       | (9)   | 70      |
| 2016 Vote: Hillary Clinton           | 36%         | (250) | 54%          | (369)  | 10%       | (70)  | 689     |
| 2016 Vote: Donald Trump              | 26%         | (173) | 55%          | (360)  | 19%       | (124) | 658     |
| 2016 Vote: Other                     | 35%         | (55)  | 50%          | (79)   | 15%       | (24)  | 157     |
| 2016 Vote: Didn't Vote               | 28%         | (193) | 56%          | (391)  | 16%       | (112) | 696     |
| Voted in 2014: Yes                   | 31%         | (394) | 55%          | (694)  | 13%       | (167) | 1255    |
| Voted in 2014: No                    | 29%         | (277) | 53%          | (505)  | 17%       | (163) | 945     |
| 2012 Vote: Barack Obama              | 33%         | (261) | 55%          | (429)  | 12%       | (96)  | 785     |
| 2012 Vote: Mitt Romney               | 27%         | (132) | 57%          | (283)  | 16%       | (82)  | 496     |
| 2012 Vote: Other                     | 39%         | (33)  | 44%          | (37)   | 17%       | (14)  | 83      |
| 2012 Vote: Didn't Vote               | 29%         | (243) | 54%          | (449)  | 17%       | (139) | 831     |
| 4-Region: Northeast                  | 34%         | (133) | 54%          | (213)  | 12%       | (47)  | 394     |
| 4-Region: Midwest                    | 27%         | (127) | 55%          | (252)  | 18%       | (83)  | 462     |
| 4-Region: South                      | 29%         | (242) | 53%          | (435)  | 18%       | (148) | 824     |
| 4-Region: West                       | 33%         | (169) | 57%          | (298)  | 10%       | (53)  | 520     |
| Frequent Flyer                       | 35%         | (97)  | 53%          | (144)  | 12%       | (33)  | 273     |
| International Travel                 | 37%         | (156) | 51%          | (216)  | 12%       | (49)  | 420     |

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**Table CMSdem3\_1:** *In general, what kind of fan do you consider yourself of the following?**Film*

| <b>Demographic</b>                    | <b>An avid fan</b> | <b>A casual fan</b> | <b>Not a fan</b> | <b>Total N</b> |
|---------------------------------------|--------------------|---------------------|------------------|----------------|
| Adults                                | 30% (671)          | 54% (1199)          | 15% (330)        | 2200           |
| Sports fans                           | 35% (510)          | 54% (786)           | 11% (161)        | 1457           |
| Heard a lot/some about new H1N1       | 35% (349)          | 54% (539)           | 11% (109)        | 997            |
| Heard not much/nothing about new H1N1 | 27% (322)          | 55% (660)           | 18% (221)        | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem3\_2: In general, what kind of fan do you consider yourself of the following?**  
Television

| Demographic              | An avid fan |       | A casual fan |        | Not a fan |       | Total N |
|--------------------------|-------------|-------|--------------|--------|-----------|-------|---------|
| Adults                   | 42%         | (917) | 49%          | (1076) | 9%        | (207) | 2200    |
| Gender: Male             | 40%         | (421) | 50%          | (531)  | 10%       | (109) | 1062    |
| Gender: Female           | 44%         | (496) | 48%          | (545)  | 9%        | (98)  | 1138    |
| Age: 18-34               | 28%         | (182) | 56%          | (364)  | 17%       | (109) | 655     |
| Age: 35-44               | 45%         | (159) | 47%          | (168)  | 8%        | (30)  | 358     |
| Age: 45-64               | 47%         | (350) | 47%          | (356)  | 6%        | (44)  | 751     |
| Age: 65+                 | 52%         | (226) | 43%          | (187)  | 5%        | (23)  | 436     |
| GenZers: 1997-2012       | 17%         | (59)  | 60%          | (204)  | 23%       | (77)  | 340     |
| Millennials: 1981-1996   | 40%         | (198) | 49%          | (243)  | 10%       | (51)  | 492     |
| GenXers: 1965-1980       | 45%         | (244) | 49%          | (262)  | 6%        | (33)  | 539     |
| Baby Boomers: 1946-1964  | 51%         | (382) | 43%          | (327)  | 6%        | (43)  | 752     |
| PID: Dem (no lean)       | 48%         | (391) | 45%          | (370)  | 7%        | (61)  | 823     |
| PID: Ind (no lean)       | 33%         | (238) | 54%          | (389)  | 13%       | (93)  | 720     |
| PID: Rep (no lean)       | 44%         | (287) | 48%          | (317)  | 8%        | (53)  | 657     |
| PID/Gender: Dem Men      | 45%         | (163) | 46%          | (164)  | 9%        | (33)  | 360     |
| PID/Gender: Dem Women    | 49%         | (228) | 45%          | (206)  | 6%        | (29)  | 462     |
| PID/Gender: Ind Men      | 31%         | (111) | 54%          | (197)  | 15%       | (54)  | 362     |
| PID/Gender: Ind Women    | 36%         | (128) | 54%          | (192)  | 11%       | (38)  | 358     |
| PID/Gender: Rep Men      | 43%         | (148) | 50%          | (170)  | 6%        | (22)  | 339     |
| PID/Gender: Rep Women    | 44%         | (140) | 46%          | (147)  | 10%       | (31)  | 318     |
| Ideo: Liberal (1-3)      | 44%         | (287) | 48%          | (308)  | 8%        | (50)  | 644     |
| Ideo: Moderate (4)       | 42%         | (243) | 51%          | (291)  | 7%        | (38)  | 572     |
| Ideo: Conservative (5-7) | 41%         | (295) | 50%          | (365)  | 9%        | (64)  | 724     |
| Educ: < College          | 43%         | (656) | 47%          | (709)  | 10%       | (147) | 1512    |
| Educ: Bachelors degree   | 39%         | (172) | 53%          | (236)  | 8%        | (36)  | 444     |
| Educ: Post-grad          | 37%         | (89)  | 54%          | (131)  | 10%       | (24)  | 244     |
| Income: Under 50k        | 43%         | (515) | 46%          | (551)  | 10%       | (124) | 1189    |
| Income: 50k-100k         | 43%         | (283) | 49%          | (326)  | 8%        | (52)  | 662     |
| Income: 100k+            | 34%         | (119) | 57%          | (199)  | 9%        | (31)  | 349     |
| Ethnicity: White         | 42%         | (726) | 49%          | (848)  | 9%        | (147) | 1722    |
| Ethnicity: Hispanic      | 34%         | (118) | 52%          | (181)  | 14%       | (50)  | 349     |
| Ethnicity: Afr. Am.      | 47%         | (128) | 45%          | (124)  | 8%        | (22)  | 274     |

Continued on next page

**Table CMSdem3\_2:** *In general, what kind of fan do you consider yourself of the following?*  
 Television

| Demographic                       | An avid fan |       | A casual fan |        | Not a fan |       | Total N |
|-----------------------------------|-------------|-------|--------------|--------|-----------|-------|---------|
| Adults                            | 42%         | (917) | 49%          | (1076) | 9%        | (207) | 2200    |
| Ethnicity: Other                  | 31%         | (63)  | 51%          | (104)  | 18%       | (37)  | 204     |
| All Christian                     | 45%         | (466) | 46%          | (474)  | 9%        | (89)  | 1029    |
| All Non-Christian                 | 45%         | (55)  | 48%          | (58)   | 7%        | (9)   | 122     |
| Atheist                           | 28%         | (37)  | 62%          | (82)   | 11%       | (14)  | 133     |
| Agnostic/Nothing in particular    | 36%         | (187) | 55%          | (289)  | 9%        | (49)  | 526     |
| Something Else                    | 44%         | (173) | 44%          | (172)  | 12%       | (46)  | 391     |
| Religious Non-Protestant/Catholic | 40%         | (62)  | 54%          | (84)   | 7%        | (10)  | 156     |
| Evangelical                       | 43%         | (244) | 46%          | (257)  | 11%       | (60)  | 560     |
| Non-Evangelical                   | 47%         | (383) | 44%          | (359)  | 8%        | (67)  | 809     |
| Community: Urban                  | 40%         | (239) | 49%          | (288)  | 11%       | (67)  | 594     |
| Community: Suburban               | 42%         | (442) | 49%          | (513)  | 9%        | (91)  | 1045    |
| Community: Rural                  | 42%         | (236) | 49%          | (275)  | 9%        | (50)  | 560     |
| Employ: Private Sector            | 44%         | (267) | 49%          | (300)  | 7%        | (46)  | 613     |
| Employ: Government                | 35%         | (54)  | 54%          | (84)   | 11%       | (17)  | 154     |
| Employ: Self-Employed             | 40%         | (70)  | 47%          | (82)   | 14%       | (24)  | 177     |
| Employ: Homemaker                 | 42%         | (57)  | 44%          | (60)   | 14%       | (19)  | 135     |
| Employ: Retired                   | 52%         | (256) | 43%          | (212)  | 5%        | (24)  | 492     |
| Employ: Unemployed                | 37%         | (120) | 51%          | (164)  | 12%       | (40)  | 323     |
| Employ: Other                     | 41%         | (57)  | 51%          | (71)   | 8%        | (12)  | 140     |
| Military HH: Yes                  | 44%         | (152) | 48%          | (166)  | 7%        | (25)  | 343     |
| Military HH: No                   | 41%         | (765) | 49%          | (910)  | 10%       | (182) | 1857    |
| RD/WT: Right Direction            | 43%         | (250) | 48%          | (279)  | 9%        | (54)  | 583     |
| RD/WT: Wrong Track                | 41%         | (667) | 49%          | (797)  | 9%        | (153) | 1617    |
| Trump Job Approve                 | 40%         | (342) | 51%          | (428)  | 9%        | (75)  | 845     |
| Trump Job Disapprove              | 43%         | (543) | 49%          | (618)  | 8%        | (106) | 1268    |
| Trump Job Strongly Approve        | 44%         | (205) | 48%          | (224)  | 8%        | (36)  | 464     |
| Trump Job Somewhat Approve        | 36%         | (138) | 54%          | (204)  | 10%       | (39)  | 381     |
| Trump Job Somewhat Disapprove     | 38%         | (86)  | 52%          | (121)  | 10%       | (23)  | 230     |
| Trump Job Strongly Disapprove     | 44%         | (457) | 48%          | (498)  | 8%        | (83)  | 1037    |
| Favorable of Trump                | 42%         | (340) | 50%          | (411)  | 8%        | (64)  | 814     |
| Unfavorable of Trump              | 42%         | (540) | 49%          | (624)  | 9%        | (114) | 1278    |

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**Table CMSdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

| Demographic                          | An avid fan |       | A casual fan |        | Not a fan |       | Total N |
|--------------------------------------|-------------|-------|--------------|--------|-----------|-------|---------|
| Adults                               | 42%         | (917) | 49%          | (1076) | 9%        | (207) | 2200    |
| Very Favorable of Trump              | 43%         | (202) | 50%          | (231)  | 7%        | (32)  | 465     |
| Somewhat Favorable of Trump          | 39%         | (137) | 52%          | (180)  | 9%        | (32)  | 349     |
| Somewhat Unfavorable of Trump        | 40%         | (81)  | 52%          | (107)  | 8%        | (17)  | 205     |
| Very Unfavorable of Trump            | 43%         | (459) | 48%          | (517)  | 9%        | (96)  | 1072    |
| #1 Issue: Economy                    | 41%         | (297) | 50%          | (358)  | 9%        | (68)  | 722     |
| #1 Issue: Security                   | 39%         | (104) | 53%          | (138)  | 8%        | (21)  | 263     |
| #1 Issue: Health Care                | 45%         | (193) | 45%          | (193)  | 9%        | (41)  | 427     |
| #1 Issue: Medicare / Social Security | 54%         | (152) | 43%          | (120)  | 3%        | (10)  | 282     |
| #1 Issue: Women's Issues             | 28%         | (31)  | 62%          | (68)   | 11%       | (12)  | 111     |
| #1 Issue: Education                  | 34%         | (45)  | 51%          | (67)   | 16%       | (21)  | 132     |
| #1 Issue: Energy                     | 33%         | (29)  | 45%          | (39)   | 22%       | (19)  | 88      |
| #1 Issue: Other                      | 38%         | (67)  | 52%          | (91)   | 10%       | (17)  | 175     |
| 2018 House Vote: Democrat            | 48%         | (365) | 45%          | (342)  | 7%        | (52)  | 760     |
| 2018 House Vote: Republican          | 43%         | (267) | 50%          | (311)  | 6%        | (38)  | 616     |
| 2018 House Vote: Someone else        | 27%         | (19)  | 57%          | (40)   | 15%       | (11)  | 70      |
| 2016 Vote: Hillary Clinton           | 51%         | (349) | 44%          | (301)  | 6%        | (39)  | 689     |
| 2016 Vote: Donald Trump              | 43%         | (281) | 51%          | (333)  | 7%        | (43)  | 658     |
| 2016 Vote: Other                     | 34%         | (53)  | 53%          | (83)   | 14%       | (22)  | 157     |
| 2016 Vote: Didn't Vote               | 34%         | (234) | 52%          | (359)  | 15%       | (103) | 696     |
| Voted in 2014: Yes                   | 46%         | (581) | 48%          | (601)  | 6%        | (72)  | 1255    |
| Voted in 2014: No                    | 36%         | (336) | 50%          | (474)  | 14%       | (135) | 945     |
| 2012 Vote: Barack Obama              | 49%         | (385) | 44%          | (349)  | 6%        | (51)  | 785     |
| 2012 Vote: Mitt Romney               | 42%         | (211) | 53%          | (261)  | 5%        | (24)  | 496     |
| 2012 Vote: Other                     | 34%         | (28)  | 53%          | (44)   | 13%       | (11)  | 83      |
| 2012 Vote: Didn't Vote               | 35%         | (289) | 51%          | (420)  | 15%       | (121) | 831     |
| 4-Region: Northeast                  | 50%         | (195) | 43%          | (168)  | 8%        | (30)  | 394     |
| 4-Region: Midwest                    | 42%         | (195) | 50%          | (230)  | 8%        | (37)  | 462     |
| 4-Region: South                      | 41%         | (339) | 49%          | (405)  | 10%       | (80)  | 824     |
| 4-Region: West                       | 36%         | (188) | 52%          | (272)  | 11%       | (60)  | 520     |
| Frequent Flyer                       | 37%         | (100) | 52%          | (142)  | 11%       | (31)  | 273     |
| International Travel                 | 36%         | (150) | 54%          | (225)  | 11%       | (45)  | 420     |

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**Table CMSdem3\_2:** In general, what kind of fan do you consider yourself of the following?

## Television

| Demographic                           | An avid fan | A casual fan | Not a fan | Total N |
|---------------------------------------|-------------|--------------|-----------|---------|
| Adults                                | 42% (917)   | 49% (1076)   | 9% (207)  | 2200    |
| Sports fans                           | 47% (679)   | 47% (688)    | 6% (90)   | 1457    |
| Heard a lot/some about new H1N1       | 43% (425)   | 50% (497)    | 8% (75)   | 997     |
| Heard not much/nothing about new H1N1 | 41% (492)   | 48% (579)    | 11% (132) | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem3\_3: In general, what kind of fan do you consider yourself of the following?**

Music

| Demographic              | An avid fan | A casual fan | Not a fan | Total N |
|--------------------------|-------------|--------------|-----------|---------|
| Adults                   | 48% (1065)  | 46% (1020)   | 5% (115)  | 2200    |
| Gender: Male             | 46% (485)   | 48% (510)    | 6% (67)   | 1062    |
| Gender: Female           | 51% (580)   | 45% (510)    | 4% (48)   | 1138    |
| Age: 18-34               | 56% (368)   | 39% (253)    | 5% (34)   | 655     |
| Age: 35-44               | 58% (206)   | 39% (141)    | 3% (11)   | 358     |
| Age: 45-64               | 47% (353)   | 47% (356)    | 6% (42)   | 751     |
| Age: 65+                 | 31% (137)   | 62% (271)    | 6% (28)   | 436     |
| GenZers: 1997-2012       | 55% (188)   | 40% (135)    | 5% (17)   | 340     |
| Millennials: 1981-1996   | 56% (278)   | 39% (193)    | 4% (21)   | 492     |
| GenXers: 1965-1980       | 52% (280)   | 42% (229)    | 6% (30)   | 539     |
| Baby Boomers: 1946-1964  | 40% (301)   | 54% (408)    | 6% (42)   | 752     |
| PID: Dem (no lean)       | 54% (447)   | 42% (347)    | 4% (29)   | 823     |
| PID: Ind (no lean)       | 48% (343)   | 46% (335)    | 6% (43)   | 720     |
| PID: Rep (no lean)       | 42% (275)   | 51% (338)    | 7% (44)   | 657     |
| PID/Gender: Dem Men      | 52% (187)   | 46% (164)    | 3% (10)   | 360     |
| PID/Gender: Dem Women    | 56% (260)   | 40% (183)    | 4% (19)   | 462     |
| PID/Gender: Ind Men      | 43% (154)   | 49% (177)    | 9% (31)   | 362     |
| PID/Gender: Ind Women    | 53% (189)   | 44% (158)    | 3% (12)   | 358     |
| PID/Gender: Rep Men      | 42% (144)   | 50% (169)    | 8% (27)   | 339     |
| PID/Gender: Rep Women    | 41% (131)   | 53% (170)    | 5% (17)   | 318     |
| Ideo: Liberal (1-3)      | 57% (365)   | 40% (259)    | 3% (21)   | 644     |
| Ideo: Moderate (4)       | 45% (258)   | 49% (279)    | 6% (34)   | 572     |
| Ideo: Conservative (5-7) | 43% (311)   | 52% (374)    | 5% (39)   | 724     |
| Educ: < College          | 50% (761)   | 45% (676)    | 5% (75)   | 1512    |
| Educ: Bachelors degree   | 44% (197)   | 50% (223)    | 5% (24)   | 444     |
| Educ: Post-grad          | 44% (107)   | 50% (121)    | 7% (16)   | 244     |
| Income: Under 50k        | 50% (599)   | 45% (531)    | 5% (59)   | 1189    |
| Income: 50k-100k         | 47% (312)   | 48% (317)    | 5% (33)   | 662     |
| Income: 100k+            | 44% (153)   | 49% (173)    | 7% (23)   | 349     |
| Ethnicity: White         | 46% (796)   | 48% (832)    | 5% (94)   | 1722    |
| Ethnicity: Hispanic      | 57% (199)   | 38% (134)    | 5% (16)   | 349     |
| Ethnicity: Afr. Am.      | 58% (159)   | 39% (106)    | 4% (10)   | 274     |

Continued on next page

**Table CMSdem3\_3:** In general, what kind of fan do you consider yourself of the following?*Music*

| Demographic                       | An avid fan |        | A casual fan |        | Not a fan |       | Total N |
|-----------------------------------|-------------|--------|--------------|--------|-----------|-------|---------|
| Adults                            | 48%         | (1065) | 46%          | (1020) | 5%        | (115) | 2200    |
| Ethnicity: Other                  | 54%         | (110)  | 41%          | (83)   | 6%        | (12)  | 204     |
| All Christian                     | 44%         | (451)  | 51%          | (522)  | 5%        | (55)  | 1029    |
| All Non-Christian                 | 48%         | (59)   | 48%          | (59)   | 4%        | (4)   | 122     |
| Atheist                           | 50%         | (66)   | 45%          | (60)   | 5%        | (7)   | 133     |
| Agnostic/Nothing in particular    | 52%         | (272)  | 43%          | (226)  | 5%        | (27)  | 526     |
| Something Else                    | 55%         | (216)  | 39%          | (153)  | 5%        | (21)  | 391     |
| Religious Non-Protestant/Catholic | 47%         | (74)   | 50%          | (79)   | 3%        | (4)   | 156     |
| Evangelical                       | 45%         | (254)  | 51%          | (283)  | 4%        | (23)  | 560     |
| Non-Evangelical                   | 49%         | (393)  | 45%          | (368)  | 6%        | (49)  | 809     |
| Community: Urban                  | 54%         | (323)  | 41%          | (241)  | 5%        | (30)  | 594     |
| Community: Suburban               | 48%         | (499)  | 46%          | (485)  | 6%        | (61)  | 1045    |
| Community: Rural                  | 43%         | (242)  | 52%          | (294)  | 4%        | (24)  | 560     |
| Employ: Private Sector            | 48%         | (293)  | 47%          | (291)  | 5%        | (29)  | 613     |
| Employ: Government                | 54%         | (83)   | 38%          | (58)   | 8%        | (13)  | 154     |
| Employ: Self-Employed             | 58%         | (103)  | 36%          | (65)   | 5%        | (10)  | 177     |
| Employ: Homemaker                 | 44%         | (60)   | 44%          | (60)   | 11%       | (15)  | 135     |
| Employ: Retired                   | 37%         | (180)  | 58%          | (286)  | 5%        | (25)  | 492     |
| Employ: Unemployed                | 55%         | (179)  | 42%          | (135)  | 3%        | (10)  | 323     |
| Employ: Other                     | 60%         | (83)   | 35%          | (49)   | 5%        | (7)   | 140     |
| Military HH: Yes                  | 42%         | (142)  | 52%          | (177)  | 7%        | (23)  | 343     |
| Military HH: No                   | 50%         | (922)  | 45%          | (843)  | 5%        | (92)  | 1857    |
| RD/WT: Right Direction            | 46%         | (266)  | 47%          | (276)  | 7%        | (41)  | 583     |
| RD/WT: Wrong Track                | 49%         | (799)  | 46%          | (744)  | 5%        | (75)  | 1617    |
| Trump Job Approve                 | 46%         | (387)  | 48%          | (402)  | 7%        | (56)  | 845     |
| Trump Job Disapprove              | 51%         | (646)  | 45%          | (570)  | 4%        | (52)  | 1268    |
| Trump Job Strongly Approve        | 44%         | (205)  | 49%          | (226)  | 7%        | (32)  | 464     |
| Trump Job Somewhat Approve        | 48%         | (182)  | 46%          | (176)  | 6%        | (23)  | 381     |
| Trump Job Somewhat Disapprove     | 45%         | (103)  | 50%          | (115)  | 6%        | (13)  | 230     |
| Trump Job Strongly Disapprove     | 52%         | (543)  | 44%          | (456)  | 4%        | (39)  | 1037    |
| Favorable of Trump                | 45%         | (370)  | 49%          | (396)  | 6%        | (48)  | 814     |
| Unfavorable of Trump              | 51%         | (651)  | 45%          | (576)  | 4%        | (50)  | 1278    |

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**Table CMSdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

| Demographic                          | An avid fan |        | A casual fan |        | Not a fan |       | Total N |
|--------------------------------------|-------------|--------|--------------|--------|-----------|-------|---------|
| Adults                               | 48%         | (1065) | 46%          | (1020) | 5%        | (115) | 2200    |
| Very Favorable of Trump              | 46%         | (212)  | 49%          | (227)  | 6%        | (27)  | 465     |
| Somewhat Favorable of Trump          | 45%         | (158)  | 49%          | (170)  | 6%        | (21)  | 349     |
| Somewhat Unfavorable of Trump        | 49%         | (101)  | 46%          | (94)   | 5%        | (11)  | 205     |
| Very Unfavorable of Trump            | 51%         | (550)  | 45%          | (483)  | 4%        | (39)  | 1072    |
| #1 Issue: Economy                    | 54%         | (391)  | 41%          | (295)  | 5%        | (36)  | 722     |
| #1 Issue: Security                   | 39%         | (103)  | 55%          | (144)  | 6%        | (16)  | 263     |
| #1 Issue: Health Care                | 48%         | (204)  | 48%          | (203)  | 5%        | (20)  | 427     |
| #1 Issue: Medicare / Social Security | 39%         | (109)  | 56%          | (159)  | 5%        | (14)  | 282     |
| #1 Issue: Women's Issues             | 51%         | (56)   | 43%          | (48)   | 6%        | (7)   | 111     |
| #1 Issue: Education                  | 59%         | (78)   | 34%          | (45)   | 8%        | (10)  | 132     |
| #1 Issue: Energy                     | 45%         | (40)   | 48%          | (42)   | 7%        | (6)   | 88      |
| #1 Issue: Other                      | 47%         | (83)   | 48%          | (85)   | 4%        | (7)   | 175     |
| 2018 House Vote: Democrat            | 52%         | (394)  | 44%          | (337)  | 4%        | (28)  | 760     |
| 2018 House Vote: Republican          | 41%         | (254)  | 52%          | (321)  | 7%        | (41)  | 616     |
| 2018 House Vote: Someone else        | 46%         | (32)   | 48%          | (33)   | 6%        | (4)   | 70      |
| 2016 Vote: Hillary Clinton           | 52%         | (361)  | 44%          | (306)  | 3%        | (21)  | 689     |
| 2016 Vote: Donald Trump              | 42%         | (274)  | 52%          | (341)  | 6%        | (42)  | 658     |
| 2016 Vote: Other                     | 48%         | (75)   | 44%          | (69)   | 8%        | (12)  | 157     |
| 2016 Vote: Didn't Vote               | 51%         | (353)  | 44%          | (303)  | 6%        | (40)  | 696     |
| Voted in 2014: Yes                   | 46%         | (577)  | 49%          | (619)  | 5%        | (59)  | 1255    |
| Voted in 2014: No                    | 52%         | (488)  | 42%          | (401)  | 6%        | (56)  | 945     |
| 2012 Vote: Barack Obama              | 51%         | (402)  | 45%          | (351)  | 4%        | (32)  | 785     |
| 2012 Vote: Mitt Romney               | 39%         | (192)  | 55%          | (273)  | 6%        | (31)  | 496     |
| 2012 Vote: Other                     | 47%         | (39)   | 49%          | (41)   | 4%        | (3)   | 83      |
| 2012 Vote: Didn't Vote               | 51%         | (428)  | 43%          | (354)  | 6%        | (49)  | 831     |
| 4-Region: Northeast                  | 49%         | (192)  | 48%          | (187)  | 4%        | (15)  | 394     |
| 4-Region: Midwest                    | 47%         | (215)  | 47%          | (216)  | 7%        | (31)  | 462     |
| 4-Region: South                      | 48%         | (398)  | 47%          | (385)  | 5%        | (41)  | 824     |
| 4-Region: West                       | 50%         | (260)  | 45%          | (231)  | 6%        | (29)  | 520     |
| Frequent Flyer                       | 50%         | (137)  | 43%          | (118)  | 7%        | (18)  | 273     |
| International Travel                 | 49%         | (207)  | 45%          | (187)  | 6%        | (26)  | 420     |

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**Table CMSdem3\_3:** *In general, what kind of fan do you consider yourself of the following?**Music*

| <b>Demographic</b>                    | <b>An avid fan</b> | <b>A casual fan</b> | <b>Not a fan</b> | <b>Total N</b> |
|---------------------------------------|--------------------|---------------------|------------------|----------------|
| Adults                                | 48% (1065)         | 46% (1020)          | 5% (115)         | 2200           |
| Sports fans                           | 53% (767)          | 44% (644)           | 3% (46)          | 1457           |
| Heard a lot/some about new H1N1       | 53% (524)          | 43% (429)           | 4% (43)          | 997            |
| Heard not much/nothing about new H1N1 | 45% (541)          | 49% (591)           | 6% (72)          | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*  
Sports

| Demographic              | An avid fan |       | A casual fan |       | Not a fan |       | Total N |
|--------------------------|-------------|-------|--------------|-------|-----------|-------|---------|
| Adults                   | 27%         | (584) | 40%          | (873) | 34%       | (743) | 2200    |
| Gender: Male             | 37%         | (397) | 39%          | (416) | 23%       | (249) | 1062    |
| Gender: Female           | 16%         | (187) | 40%          | (457) | 43%       | (494) | 1138    |
| Age: 18-34               | 20%         | (132) | 40%          | (259) | 40%       | (264) | 655     |
| Age: 35-44               | 33%         | (116) | 39%          | (141) | 28%       | (100) | 358     |
| Age: 45-64               | 32%         | (239) | 37%          | (280) | 31%       | (233) | 751     |
| Age: 65+                 | 22%         | (97)  | 44%          | (193) | 33%       | (146) | 436     |
| GenZers: 1997-2012       | 15%         | (52)  | 42%          | (141) | 43%       | (147) | 340     |
| Millennials: 1981-1996   | 28%         | (138) | 38%          | (187) | 34%       | (167) | 492     |
| GenXers: 1965-1980       | 33%         | (180) | 37%          | (200) | 30%       | (159) | 539     |
| Baby Boomers: 1946-1964  | 26%         | (197) | 42%          | (314) | 32%       | (241) | 752     |
| PID: Dem (no lean)       | 27%         | (222) | 41%          | (341) | 31%       | (259) | 823     |
| PID: Ind (no lean)       | 23%         | (167) | 40%          | (290) | 37%       | (263) | 720     |
| PID: Rep (no lean)       | 30%         | (195) | 37%          | (242) | 34%       | (220) | 657     |
| PID/Gender: Dem Men      | 41%         | (148) | 37%          | (133) | 22%       | (79)  | 360     |
| PID/Gender: Dem Women    | 16%         | (74)  | 45%          | (208) | 39%       | (180) | 462     |
| PID/Gender: Ind Men      | 31%         | (113) | 43%          | (157) | 25%       | (92)  | 362     |
| PID/Gender: Ind Women    | 15%         | (54)  | 37%          | (133) | 48%       | (172) | 358     |
| PID/Gender: Rep Men      | 40%         | (136) | 37%          | (126) | 23%       | (78)  | 339     |
| PID/Gender: Rep Women    | 19%         | (59)  | 37%          | (116) | 45%       | (142) | 318     |
| Ideo: Liberal (1-3)      | 25%         | (162) | 41%          | (264) | 34%       | (219) | 644     |
| Ideo: Moderate (4)       | 28%         | (159) | 43%          | (248) | 29%       | (166) | 572     |
| Ideo: Conservative (5-7) | 30%         | (217) | 39%          | (282) | 31%       | (225) | 724     |
| Educ: < College          | 25%         | (379) | 38%          | (582) | 36%       | (551) | 1512    |
| Educ: Bachelors degree   | 28%         | (126) | 43%          | (192) | 28%       | (126) | 444     |
| Educ: Post-grad          | 32%         | (79)  | 41%          | (99)  | 27%       | (66)  | 244     |
| Income: Under 50k        | 24%         | (280) | 36%          | (432) | 40%       | (477) | 1189    |
| Income: 50k-100k         | 29%         | (193) | 44%          | (291) | 27%       | (178) | 662     |
| Income: 100k+            | 32%         | (111) | 43%          | (150) | 25%       | (88)  | 349     |
| Ethnicity: White         | 25%         | (437) | 40%          | (681) | 35%       | (604) | 1722    |
| Ethnicity: Hispanic      | 29%         | (102) | 38%          | (134) | 32%       | (113) | 349     |
| Ethnicity: Afr. Am.      | 34%         | (93)  | 44%          | (121) | 22%       | (61)  | 274     |

Continued on next page

**Table CMSdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*  
 Sports

| Demographic                       | An avid fan |       | A casual fan |       | Not a fan |       | Total N |
|-----------------------------------|-------------|-------|--------------|-------|-----------|-------|---------|
| Adults                            | 27%         | (584) | 40%          | (873) | 34%       | (743) | 2200    |
| Ethnicity: Other                  | 27%         | (54)  | 35%          | (72)  | 38%       | (78)  | 204     |
| All Christian                     | 31%         | (322) | 41%          | (419) | 28%       | (287) | 1029    |
| All Non-Christian                 | 27%         | (33)  | 47%          | (57)  | 27%       | (32)  | 122     |
| Atheist                           | 13%         | (18)  | 32%          | (43)  | 54%       | (72)  | 133     |
| Agnostic/Nothing in particular    | 23%         | (119) | 36%          | (188) | 42%       | (218) | 526     |
| Something Else                    | 24%         | (92)  | 42%          | (166) | 34%       | (133) | 391     |
| Religious Non-Protestant/Catholic | 27%         | (42)  | 46%          | (73)  | 27%       | (42)  | 156     |
| Evangelical                       | 29%         | (160) | 43%          | (239) | 29%       | (161) | 560     |
| Non-Evangelical                   | 30%         | (240) | 40%          | (326) | 30%       | (243) | 809     |
| Community: Urban                  | 28%         | (169) | 38%          | (228) | 33%       | (198) | 594     |
| Community: Suburban               | 28%         | (290) | 41%          | (430) | 31%       | (325) | 1045    |
| Community: Rural                  | 22%         | (126) | 38%          | (215) | 39%       | (220) | 560     |
| Employ: Private Sector            | 33%         | (204) | 43%          | (260) | 24%       | (148) | 613     |
| Employ: Government                | 28%         | (44)  | 42%          | (65)  | 30%       | (46)  | 154     |
| Employ: Self-Employed             | 33%         | (58)  | 44%          | (77)  | 24%       | (42)  | 177     |
| Employ: Homemaker                 | 20%         | (27)  | 31%          | (41)  | 50%       | (67)  | 135     |
| Employ: Retired                   | 23%         | (111) | 43%          | (210) | 35%       | (171) | 492     |
| Employ: Unemployed                | 19%         | (63)  | 34%          | (111) | 46%       | (150) | 323     |
| Employ: Other                     | 38%         | (52)  | 35%          | (48)  | 28%       | (39)  | 140     |
| Military HH: Yes                  | 29%         | (100) | 41%          | (140) | 30%       | (102) | 343     |
| Military HH: No                   | 26%         | (484) | 39%          | (733) | 34%       | (641) | 1857    |
| RD/WT: Right Direction            | 32%         | (187) | 40%          | (233) | 28%       | (163) | 583     |
| RD/WT: Wrong Track                | 25%         | (397) | 40%          | (640) | 36%       | (579) | 1617    |
| Trump Job Approve                 | 28%         | (241) | 40%          | (335) | 32%       | (269) | 845     |
| Trump Job Disapprove              | 26%         | (329) | 40%          | (505) | 34%       | (434) | 1268    |
| Trump Job Strongly Approve        | 30%         | (140) | 39%          | (183) | 31%       | (142) | 464     |
| Trump Job Somewhat Approve        | 27%         | (101) | 40%          | (152) | 33%       | (127) | 381     |
| Trump Job Somewhat Disapprove     | 28%         | (64)  | 42%          | (97)  | 30%       | (69)  | 230     |
| Trump Job Strongly Disapprove     | 26%         | (265) | 39%          | (408) | 35%       | (364) | 1037    |
| Favorable of Trump                | 29%         | (238) | 41%          | (331) | 30%       | (246) | 814     |
| Unfavorable of Trump              | 25%         | (325) | 40%          | (507) | 35%       | (445) | 1278    |

Continued on next page

**Table CMSdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*

*Sports*

| Demographic                          | An avid fan |       | A casual fan |       | Not a fan |       | Total N |
|--------------------------------------|-------------|-------|--------------|-------|-----------|-------|---------|
| Adults                               | 27%         | (584) | 40%          | (873) | 34%       | (743) | 2200    |
| Very Favorable of Trump              | 30%         | (142) | 41%          | (191) | 29%       | (133) | 465     |
| Somewhat Favorable of Trump          | 27%         | (96)  | 40%          | (140) | 32%       | (113) | 349     |
| Somewhat Unfavorable of Trump        | 31%         | (63)  | 39%          | (81)  | 30%       | (61)  | 205     |
| Very Unfavorable of Trump            | 24%         | (262) | 40%          | (426) | 36%       | (384) | 1072    |
| #1 Issue: Economy                    | 31%         | (226) | 41%          | (297) | 27%       | (198) | 722     |
| #1 Issue: Security                   | 27%         | (72)  | 34%          | (89)  | 39%       | (103) | 263     |
| #1 Issue: Health Care                | 26%         | (111) | 40%          | (172) | 34%       | (143) | 427     |
| #1 Issue: Medicare / Social Security | 25%         | (71)  | 41%          | (114) | 34%       | (96)  | 282     |
| #1 Issue: Women's Issues             | 15%         | (17)  | 29%          | (32)  | 56%       | (62)  | 111     |
| #1 Issue: Education                  | 26%         | (35)  | 36%          | (48)  | 38%       | (50)  | 132     |
| #1 Issue: Energy                     | 16%         | (14)  | 52%          | (45)  | 33%       | (29)  | 88      |
| #1 Issue: Other                      | 22%         | (38)  | 43%          | (76)  | 35%       | (61)  | 175     |
| 2018 House Vote: Democrat            | 29%         | (221) | 42%          | (317) | 29%       | (222) | 760     |
| 2018 House Vote: Republican          | 32%         | (196) | 41%          | (253) | 27%       | (166) | 616     |
| 2018 House Vote: Someone else        | 28%         | (20)  | 35%          | (25)  | 37%       | (26)  | 70      |
| 2016 Vote: Hillary Clinton           | 29%         | (199) | 41%          | (284) | 30%       | (206) | 689     |
| 2016 Vote: Donald Trump              | 32%         | (212) | 40%          | (265) | 27%       | (181) | 658     |
| 2016 Vote: Other                     | 27%         | (43)  | 38%          | (60)  | 35%       | (54)  | 157     |
| 2016 Vote: Didn't Vote               | 19%         | (130) | 38%          | (264) | 43%       | (302) | 696     |
| Voted in 2014: Yes                   | 31%         | (392) | 41%          | (515) | 28%       | (348) | 1255    |
| Voted in 2014: No                    | 20%         | (192) | 38%          | (358) | 42%       | (395) | 945     |
| 2012 Vote: Barack Obama              | 30%         | (233) | 42%          | (329) | 28%       | (224) | 785     |
| 2012 Vote: Mitt Romney               | 33%         | (165) | 38%          | (189) | 29%       | (143) | 496     |
| 2012 Vote: Other                     | 29%         | (24)  | 38%          | (32)  | 33%       | (28)  | 83      |
| 2012 Vote: Didn't Vote               | 19%         | (162) | 39%          | (324) | 42%       | (345) | 831     |
| 4-Region: Northeast                  | 32%         | (124) | 37%          | (145) | 32%       | (124) | 394     |
| 4-Region: Midwest                    | 22%         | (104) | 40%          | (186) | 37%       | (172) | 462     |
| 4-Region: South                      | 26%         | (213) | 41%          | (334) | 34%       | (278) | 824     |
| 4-Region: West                       | 28%         | (143) | 40%          | (208) | 32%       | (169) | 520     |
| Frequent Flyer                       | 33%         | (90)  | 44%          | (120) | 23%       | (63)  | 273     |
| International Travel                 | 29%         | (120) | 47%          | (197) | 25%       | (104) | 420     |

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**Table CMSdem3\_4:** *In general, what kind of fan do you consider yourself of the following?**Sports*

| <b>Demographic</b>                    | <b>An avid fan</b> |       | <b>A casual fan</b> |       | <b>Not a fan</b> |       | <b>Total N</b> |
|---------------------------------------|--------------------|-------|---------------------|-------|------------------|-------|----------------|
| Adults                                | 27%                | (584) | 40%                 | (873) | 34%              | (743) | 2200           |
| Sports fans                           | 40%                | (584) | 60%                 | (873) | —                | (0)   | 1457           |
| Heard a lot/some about new H1N1       | 28%                | (280) | 40%                 | (400) | 32%              | (316) | 997            |
| Heard not much/nothing about new H1N1 | 25%                | (304) | 39%                 | (473) | 35%              | (426) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem4:** *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

| Demographic              | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't Know / No Opinion |      | Total N |
|--------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                   | 42%            | (927) | 31%                | (689) | 13%                | (278) | 10%                  | (221) | 4%                      | (85) | 2200    |
| Gender: Male             | 38%            | (408) | 31%                | (325) | 15%                | (160) | 13%                  | (136) | 3%                      | (32) | 1062    |
| Gender: Female           | 46%            | (519) | 32%                | (364) | 10%                | (117) | 7%                   | (85)  | 5%                      | (53) | 1138    |
| Age: 18-34               | 51%            | (334) | 31%                | (203) | 7%                 | (48)  | 5%                   | (32)  | 6%                      | (38) | 655     |
| Age: 35-44               | 39%            | (139) | 33%                | (120) | 11%                | (38)  | 13%                  | (45)  | 4%                      | (16) | 358     |
| Age: 45-64               | 36%            | (270) | 32%                | (240) | 17%                | (127) | 12%                  | (89)  | 3%                      | (25) | 751     |
| Age: 65+                 | 42%            | (185) | 29%                | (127) | 15%                | (66)  | 12%                  | (54)  | 1%                      | (5)  | 436     |
| GenZers: 1997-2012       | 49%            | (166) | 34%                | (115) | 5%                 | (18)  | 5%                   | (17)  | 7%                      | (23) | 340     |
| Millennials: 1981-1996   | 46%            | (228) | 31%                | (152) | 9%                 | (43)  | 9%                   | (43)  | 5%                      | (25) | 492     |
| GenXers: 1965-1980       | 40%            | (216) | 32%                | (173) | 15%                | (80)  | 9%                   | (51)  | 4%                      | (19) | 539     |
| Baby Boomers: 1946-1964  | 38%            | (284) | 30%                | (226) | 17%                | (125) | 13%                  | (98)  | 2%                      | (18) | 752     |
| PID: Dem (no lean)       | 61%            | (501) | 30%                | (245) | 6%                 | (46)  | 1%                   | (9)   | 3%                      | (21) | 823     |
| PID: Ind (no lean)       | 39%            | (283) | 32%                | (230) | 12%                | (88)  | 11%                  | (78)  | 6%                      | (42) | 720     |
| PID: Rep (no lean)       | 22%            | (144) | 33%                | (214) | 22%                | (144) | 20%                  | (134) | 3%                      | (22) | 657     |
| PID/Gender: Dem Men      | 58%            | (209) | 33%                | (118) | 6%                 | (21)  | 1%                   | (4)   | 2%                      | (7)  | 360     |
| PID/Gender: Dem Women    | 63%            | (291) | 28%                | (128) | 5%                 | (25)  | 1%                   | (5)   | 3%                      | (14) | 462     |
| PID/Gender: Ind Men      | 32%            | (115) | 33%                | (119) | 17%                | (63)  | 13%                  | (45)  | 6%                      | (21) | 362     |
| PID/Gender: Ind Women    | 47%            | (168) | 31%                | (111) | 7%                 | (25)  | 9%                   | (32)  | 6%                      | (21) | 358     |
| PID/Gender: Rep Men      | 25%            | (84)  | 26%                | (89)  | 22%                | (76)  | 25%                  | (86)  | 1%                      | (4)  | 339     |
| PID/Gender: Rep Women    | 19%            | (60)  | 39%                | (125) | 21%                | (67)  | 15%                  | (48)  | 6%                      | (18) | 318     |
| Ideo: Liberal (1-3)      | 68%            | (440) | 25%                | (160) | 3%                 | (21)  | 2%                   | (14)  | 2%                      | (10) | 644     |
| Ideo: Moderate (4)       | 40%            | (230) | 41%                | (234) | 12%                | (67)  | 5%                   | (27)  | 2%                      | (13) | 572     |
| Ideo: Conservative (5-7) | 22%            | (161) | 31%                | (223) | 23%                | (164) | 22%                  | (159) | 2%                      | (16) | 724     |
| Educ: < College          | 39%            | (592) | 33%                | (500) | 13%                | (196) | 10%                  | (149) | 5%                      | (76) | 1512    |
| Educ: Bachelors degree   | 46%            | (202) | 30%                | (133) | 13%                | (59)  | 10%                  | (45)  | 1%                      | (5)  | 444     |
| Educ: Post-grad          | 55%            | (133) | 23%                | (57)  | 10%                | (23)  | 11%                  | (26)  | 2%                      | (4)  | 244     |
| Income: Under 50k        | 41%            | (483) | 32%                | (386) | 12%                | (138) | 10%                  | (113) | 6%                      | (69) | 1189    |
| Income: 50k-100k         | 44%            | (289) | 31%                | (205) | 14%                | (94)  | 10%                  | (64)  | 2%                      | (10) | 662     |
| Income: 100k+            | 45%            | (156) | 28%                | (99)  | 13%                | (46)  | 12%                  | (43)  | 2%                      | (5)  | 349     |
| Ethnicity: White         | 40%            | (684) | 31%                | (540) | 14%                | (244) | 11%                  | (196) | 3%                      | (59) | 1722    |
| Ethnicity: Hispanic      | 51%            | (178) | 34%                | (118) | 5%                 | (18)  | 6%                   | (22)  | 4%                      | (13) | 349     |
| Ethnicity: Afr. Am.      | 48%            | (132) | 34%                | (93)  | 9%                 | (25)  | 4%                   | (10)  | 5%                      | (14) | 274     |

Continued on next page

**Table CMSdem4:** How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?

| Demographic                       | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't Know / No Opinion |      | Total N |
|-----------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                            | 42%            | (927) | 31%                | (689) | 13%                | (278) | 10%                  | (221) | 4%                      | (85) | 2200    |
| Ethnicity: Other                  | 55%            | (111) | 27%                | (56)  | 5%                 | (9)   | 7%                   | (15)  | 6%                      | (13) | 204     |
| All Christian                     | 36%            | (371) | 34%                | (350) | 15%                | (153) | 13%                  | (129) | 3%                      | (26) | 1029    |
| All Non-Christian                 | 61%            | (75)  | 25%                | (31)  | 7%                 | (9)   | 3%                   | (4)   | 3%                      | (4)  | 122     |
| Atheist                           | 64%            | (86)  | 20%                | (26)  | 8%                 | (11)  | 7%                   | (9)   | 1%                      | (1)  | 133     |
| Agnostic/Nothing in particular    | 47%            | (245) | 28%                | (150) | 10%                | (55)  | 7%                   | (39)  | 7%                      | (37) | 526     |
| Something Else                    | 39%            | (151) | 34%                | (133) | 13%                | (50)  | 10%                  | (40)  | 4%                      | (17) | 391     |
| Religious Non-Protestant/Catholic | 55%            | (87)  | 29%                | (46)  | 8%                 | (13)  | 4%                   | (7)   | 3%                      | (4)  | 156     |
| Evangelical                       | 32%            | (178) | 32%                | (182) | 18%                | (103) | 14%                  | (81)  | 3%                      | (17) | 560     |
| Non-Evangelical                   | 40%            | (327) | 34%                | (277) | 12%                | (94)  | 11%                  | (85)  | 3%                      | (25) | 809     |
| Community: Urban                  | 48%            | (288) | 34%                | (201) | 8%                 | (46)  | 7%                   | (43)  | 3%                      | (17) | 594     |
| Community: Suburban               | 41%            | (431) | 32%                | (333) | 13%                | (132) | 11%                  | (114) | 3%                      | (36) | 1045    |
| Community: Rural                  | 37%            | (209) | 28%                | (156) | 18%                | (100) | 11%                  | (64)  | 6%                      | (32) | 560     |
| Employ: Private Sector            | 43%            | (263) | 32%                | (196) | 14%                | (89)  | 9%                   | (57)  | 1%                      | (7)  | 613     |
| Employ: Government                | 47%            | (72)  | 27%                | (42)  | 15%                | (24)  | 7%                   | (11)  | 4%                      | (6)  | 154     |
| Employ: Self-Employed             | 44%            | (77)  | 28%                | (49)  | 11%                | (20)  | 10%                  | (17)  | 7%                      | (13) | 177     |
| Employ: Homemaker                 | 33%            | (44)  | 35%                | (48)  | 11%                | (15)  | 15%                  | (20)  | 6%                      | (8)  | 135     |
| Employ: Retired                   | 40%            | (195) | 30%                | (149) | 16%                | (78)  | 13%                  | (65)  | 1%                      | (6)  | 492     |
| Employ: Unemployed                | 40%            | (131) | 35%                | (112) | 10%                | (33)  | 8%                   | (25)  | 7%                      | (22) | 323     |
| Employ: Other                     | 38%            | (54)  | 31%                | (43)  | 8%                 | (12)  | 14%                  | (19)  | 9%                      | (12) | 140     |
| Military HH: Yes                  | 39%            | (133) | 30%                | (104) | 16%                | (56)  | 12%                  | (40)  | 3%                      | (9)  | 343     |
| Military HH: No                   | 43%            | (794) | 32%                | (585) | 12%                | (221) | 10%                  | (181) | 4%                      | (76) | 1857    |
| RD/WT: Right Direction            | 23%            | (132) | 30%                | (176) | 21%                | (125) | 21%                  | (125) | 4%                      | (25) | 583     |
| RD/WT: Wrong Track                | 49%            | (795) | 32%                | (513) | 9%                 | (153) | 6%                   | (96)  | 4%                      | (60) | 1617    |
| Trump Job Approve                 | 21%            | (175) | 32%                | (268) | 22%                | (188) | 22%                  | (183) | 4%                      | (30) | 845     |
| Trump Job Disapprove              | 57%            | (727) | 32%                | (403) | 6%                 | (81)  | 3%                   | (32)  | 2%                      | (25) | 1268    |
| Trump Job Strongly Approve        | 20%            | (92)  | 25%                | (115) | 23%                | (106) | 29%                  | (136) | 4%                      | (16) | 464     |
| Trump Job Somewhat Approve        | 22%            | (84)  | 40%                | (153) | 22%                | (82)  | 13%                  | (48)  | 4%                      | (14) | 381     |
| Trump Job Somewhat Disapprove     | 35%            | (81)  | 45%                | (103) | 14%                | (33)  | 4%                   | (10)  | 2%                      | (4)  | 230     |
| Trump Job Strongly Disapprove     | 62%            | (646) | 29%                | (300) | 5%                 | (49)  | 2%                   | (22)  | 2%                      | (21) | 1037    |
| Favorable of Trump                | 20%            | (165) | 32%                | (259) | 23%                | (189) | 22%                  | (179) | 3%                      | (23) | 814     |
| Unfavorable of Trump              | 58%            | (735) | 32%                | (408) | 6%                 | (76)  | 2%                   | (32)  | 2%                      | (27) | 1278    |

Continued on next page

**Table CMSdem4:** *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

| Demographic                          | Very concerned |       | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't Know / No Opinion |      | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                               | 42%            | (927) | 31%                | (689) | 13%                | (278) | 10%                  | (221) | 4%                      | (85) | 2200    |
| Very Favorable of Trump              | 20%            | (93)  | 24%                | (113) | 22%                | (104) | 30%                  | (139) | 4%                      | (16) | 465     |
| Somewhat Favorable of Trump          | 21%            | (72)  | 42%                | (146) | 24%                | (85)  | 11%                  | (40)  | 2%                      | (7)  | 349     |
| Somewhat Unfavorable of Trump        | 36%            | (75)  | 42%                | (87)  | 13%                | (27)  | 7%                   | (14)  | 1%                      | (2)  | 205     |
| Very Unfavorable of Trump            | 62%            | (661) | 30%                | (321) | 5%                 | (49)  | 2%                   | (17)  | 2%                      | (24) | 1072    |
| #1 Issue: Economy                    | 37%            | (267) | 33%                | (241) | 16%                | (113) | 12%                  | (84)  | 2%                      | (17) | 722     |
| #1 Issue: Security                   | 20%            | (53)  | 32%                | (85)  | 22%                | (58)  | 23%                  | (59)  | 3%                      | (8)  | 263     |
| #1 Issue: Health Care                | 53%            | (228) | 30%                | (127) | 9%                 | (40)  | 4%                   | (18)  | 3%                      | (14) | 427     |
| #1 Issue: Medicare / Social Security | 44%            | (125) | 30%                | (86)  | 12%                | (34)  | 10%                  | (28)  | 3%                      | (8)  | 282     |
| #1 Issue: Women's Issues             | 57%            | (63)  | 27%                | (30)  | 8%                 | (9)   | 2%                   | (3)   | 6%                      | (6)  | 111     |
| #1 Issue: Education                  | 33%            | (44)  | 38%                | (50)  | 9%                 | (11)  | 4%                   | (5)   | 17%                     | (22) | 132     |
| #1 Issue: Energy                     | 64%            | (56)  | 31%                | (27)  | 1%                 | (1)   | 2%                   | (2)   | 2%                      | (2)  | 88      |
| #1 Issue: Other                      | 51%            | (90)  | 25%                | (43)  | 7%                 | (12)  | 12%                  | (22)  | 4%                      | (8)  | 175     |
| 2018 House Vote: Democrat            | 63%            | (478) | 28%                | (213) | 5%                 | (36)  | 1%                   | (10)  | 3%                      | (22) | 760     |
| 2018 House Vote: Republican          | 21%            | (132) | 30%                | (183) | 23%                | (141) | 24%                  | (151) | 2%                      | (10) | 616     |
| 2018 House Vote: Someone else        | 48%            | (34)  | 34%                | (23)  | 10%                | (7)   | 5%                   | (4)   | 3%                      | (2)  | 70      |
| 2016 Vote: Hillary Clinton           | 64%            | (440) | 27%                | (188) | 6%                 | (38)  | 1%                   | (9)   | 2%                      | (15) | 689     |
| 2016 Vote: Donald Trump              | 21%            | (140) | 31%                | (203) | 23%                | (154) | 23%                  | (152) | 1%                      | (9)  | 658     |
| 2016 Vote: Other                     | 45%            | (70)  | 34%                | (53)  | 10%                | (15)  | 7%                   | (10)  | 5%                      | (8)  | 157     |
| 2016 Vote: Didn't Vote               | 40%            | (276) | 35%                | (246) | 10%                | (71)  | 7%                   | (50)  | 8%                      | (52) | 696     |
| Voted in 2014: Yes                   | 43%            | (542) | 29%                | (358) | 14%                | (173) | 12%                  | (154) | 2%                      | (28) | 1255    |
| Voted in 2014: No                    | 41%            | (385) | 35%                | (331) | 11%                | (105) | 7%                   | (66)  | 6%                      | (57) | 945     |
| 2012 Vote: Barack Obama              | 57%            | (444) | 31%                | (240) | 7%                 | (58)  | 4%                   | (30)  | 2%                      | (13) | 785     |
| 2012 Vote: Mitt Romney               | 22%            | (109) | 29%                | (145) | 24%                | (118) | 23%                  | (116) | 2%                      | (9)  | 496     |
| 2012 Vote: Other                     | 32%            | (26)  | 24%                | (20)  | 20%                | (17)  | 16%                  | (13)  | 9%                      | (7)  | 83      |
| 2012 Vote: Didn't Vote               | 42%            | (345) | 34%                | (283) | 10%                | (85)  | 8%                   | (63)  | 7%                      | (55) | 831     |
| 4-Region: Northeast                  | 43%            | (171) | 34%                | (134) | 12%                | (47)  | 8%                   | (31)  | 3%                      | (11) | 394     |
| 4-Region: Midwest                    | 39%            | (181) | 33%                | (151) | 14%                | (65)  | 12%                  | (56)  | 2%                      | (9)  | 462     |
| 4-Region: South                      | 38%            | (316) | 30%                | (245) | 14%                | (111) | 12%                  | (101) | 6%                      | (50) | 824     |
| 4-Region: West                       | 50%            | (259) | 31%                | (159) | 11%                | (55)  | 6%                   | (32)  | 3%                      | (15) | 520     |
| Frequent Flyer                       | 49%            | (135) | 30%                | (82)  | 11%                | (30)  | 6%                   | (18)  | 3%                      | (8)  | 273     |
| International Travel                 | 52%            | (221) | 28%                | (119) | 10%                | (42)  | 7%                   | (29)  | 2%                      | (10) | 420     |

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**Table CMSdem4:** *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

| <b>Demographic</b>                    | <b>Very concerned</b> |       | <b>Somewhat concerned</b> |       | <b>Not very concerned</b> |       | <b>Not concerned at all</b> |       | <b>Don't Know / No Opinion</b> |      | <b>Total N</b> |
|---------------------------------------|-----------------------|-------|---------------------------|-------|---------------------------|-------|-----------------------------|-------|--------------------------------|------|----------------|
| Adults                                | 42%                   | (927) | 31%                       | (689) | 13%                       | (278) | 10%                         | (221) | 4%                             | (85) | 2200           |
| Sports fans                           | 43%                   | (631) | 31%                       | (448) | 14%                       | (199) | 9%                          | (131) | 3%                             | (49) | 1457           |
| Heard a lot/some about new H1N1       | 49%                   | (488) | 31%                       | (309) | 11%                       | (112) | 7%                          | (71)  | 2%                             | (17) | 997            |
| Heard not much/nothing about new H1N1 | 36%                   | (439) | 32%                       | (381) | 14%                       | (165) | 12%                         | (150) | 6%                             | (68) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem5:** Which of the following best describes your current behavior?

| Demographic              | I am continuing to socialize in public places | I am continuing to socialize in public places, but less than before | I am not going to public places, but I am socializing with friends or family in my or their homes | I am not going to public places or interacting in-person, but I am socializing with friends or family virtually | I am not going to public places nor am I socializing with family or friends | Don't Know / No Opinion | Total N |
|--------------------------|---|---|---|---|---|-------------------------|---------|
| Adults                   | 6% (136)                                      | 18% (387)   | 26% (562)   | 25% (560)   | 18% (398)   | 7% (157)                | 2200    |
| Gender: Male             | 9% (94)                                       | 18% (188)   | 24% (256)   | 24% (256)   | 17% (183)   | 8% (85)                 | 1062    |
| Gender: Female           | 4% (42)                                       | 18% (199)   | 27% (307)   | 27% (304)   | 19% (215)   | 6% (71)                 | 1138    |
| Age: 18-34               | 5% (32)                                       | 18% (119)   | 30% (198)   | 28% (186)   | 10% (65)  | 9% (56)                 | 655     |
| Age: 35-44               | 11% (40)                                      | 17% (62)  | 23% (84)  | 28% (99)  | 14% (49)  | 7% (23)                 | 358     |
| Age: 45-64               | 7% (50)                                       | 19% (140)   | 23% (171)   | 22% (163)   | 22% (165)   | 8% (62)                 | 751     |
| Age: 65+                 | 3% (13)                                       | 15% (66)  | 25% (109)   | 26% (113)   | 27% (118)   | 4% (16)                 | 436     |
| GenZers: 1997-2012       | 5% (18)                                       | 19% (65)  | 28% (96)  | 29% (98)  | 8% (26)   | 11% (37)                | 340     |
| Millennials: 1981-1996   | 8% (37)                                       | 17% (85)  | 29% (142)   | 26% (128)   | 14% (67)  | 7% (32)                 | 492     |
| GenXers: 1965-1980       | 9% (46)                                       | 17% (92)  | 22% (119)   | 25% (136)   | 18% (95)  | 9% (51)                 | 539     |
| Baby Boomers: 1946-1964  | 5% (34)                                       | 18% (135)   | 24% (183)   | 24% (179)   | 25% (185)   | 5% (35)                 | 752     |
| PID: Dem (no lean)       | 4% (34)                                       | 14% (112)   | 27% (219)   | 28% (233)   | 21% (173)   | 6% (51)                 | 823     |
| PID: Ind (no lean)       | 5% (38)                                       | 18% (128)   | 26% (185)   | 26% (184)   | 17% (121)   | 9% (63)                 | 720     |
| PID: Rep (no lean)       | 10% (64)                                      | 22% (147)   | 24% (157)   | 22% (143)   | 16% (104)   | 6% (42)                 | 657     |
| PID/Gender: Dem Men      | 7% (24)                                       | 14% (50)  | 25% (91)  | 26% (95)  | 21% (75)  | 7% (27)                 | 360     |
| PID/Gender: Dem Women    | 2% (10)                                       | 13% (62)  | 28% (128)   | 30% (138)   | 21% (98)  | 5% (25)                 | 462     |
| PID/Gender: Ind Men      | 8% (28)                                       | 16% (58)  | 24% (86)  | 26% (95)  | 14% (52)  | 12% (44)                | 362     |
| PID/Gender: Ind Women    | 3% (10)                                       | 20% (70)  | 28% (100)   | 25% (90)  | 19% (68)  | 6% (20)                 | 358     |
| PID/Gender: Rep Men      | 12% (42)                                      | 24% (80)  | 23% (79)  | 20% (67)  | 16% (55)  | 4% (15)                 | 339     |
| PID/Gender: Rep Women    | 7% (22)                                       | 21% (67)  | 25% (78)  | 24% (75)  | 15% (48)  | 8% (27)                 | 318     |
| Ideo: Liberal (1-3)      | 5% (30)                                       | 12% (77)  | 26% (168)   | 32% (209)   | 22% (140)   | 3% (20)                 | 644     |
| Ideo: Moderate (4)       | 5% (27)                                       | 14% (81)  | 28% (160)   | 27% (154)   | 20% (113)   | 7% (37)                 | 572     |
| Ideo: Conservative (5-7) | 9% (67)                                       | 25% (179)   | 25% (181)   | 19% (139)   | 16% (117)   | 6% (41)                 | 724     |

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**Table CMSdem5:** Which of the following best describes your current behavior?

| Demographic                       | I am continuing to socialize in public places | I am continuing to socialize in public places, but less than before | I am not going to public places, but I am socializing with friends or family in my or their homes | I am not going to public places or interacting in-person, but I am socializing with friends or family virtually | I am not going to public places nor am I socializing with family or friends | Don't Know / No Opinion | Total N |
|-----------------------------------|---|---|---|---|---|-------------------------|---------|
| Adults                            | 6% (136)                                      | 18% (387)   | 26% (562)   | 25% (560)   | 18% (398)   | 7% (157)                | 2200    |
| Educ: < College                   | 7% (103)                                      | 17% (262)   | 25% (382)   | 24% (367)   | 17% (262)   | 9% (136)                | 1512    |
| Educ: Bachelors degree            | 5% (20)                                       | 18% (80)  | 28% (122)   | 26% (115)   | 20% (91)  | 4% (16)                 | 444     |
| Educ: Post-grad                   | 5% (13)                                       | 19% (45)  | 24% (58)  | 32% (78)  | 18% (45)  | 2% (5)                  | 244     |
| Income: Under 50k                 | 6% (77)                                       | 17% (199)   | 23% (273)   | 25% (293)   | 18% (211)   | 11% (135)               | 1189    |
| Income: 50k-100k                  | 6% (42)                                       | 18% (119)   | 31% (202)   | 24% (158)   | 19% (128)   | 2% (12)                 | 662     |
| Income: 100k+                     | 5% (17)                                       | 20% (69)  | 25% (87)  | 31% (109)   | 17% (58)  | 3% (9)                  | 349     |
| Ethnicity: White                  | 7% (112)                                      | 18% (318)   | 25% (434)   | 25% (425)   | 18% (318)   | 7% (115)                | 1722    |
| Ethnicity: Hispanic               | 5% (16)                                       | 14% (50)  | 27% (93)  | 30% (105)   | 15% (51)  | 10% (34)                | 349     |
| Ethnicity: Afr. Am.               | 3% (9)  | 14% (40)  | 30% (82)  | 25% (70)  | 17% (48)  | 10% (27)                | 274     |
| Ethnicity: Other                  | 7% (15)                                       | 15% (30)  | 23% (47)  | 32% (65)  | 16% (33)  | 7% (15)                 | 204     |
| All Christian                     | 6% (60)                                       | 19% (197)   | 26% (268)   | 24% (250)   | 20% (203)   | 5% (50)                 | 1029    |
| All Non-Christian                 | 5% (6)  | 11% (13)  | 23% (28)  | 29% (35)  | 22% (27)  | 11% (13)                | 122     |
| Atheist                           | 2% (3)  | 11% (15)  | 28% (37)  | 34% (45)  | 21% (27)  | 4% (5)                  | 133     |
| Agnostic/Nothing in particular    | 6% (33)                                       | 13% (69)  | 26% (136)   | 28% (145)   | 17% (90)  | 10% (53)                | 526     |
| Something Else                    | 9% (34)                                       | 24% (93)  | 24% (93)  | 22% (84)  | 13% (51)  | 9% (36)                 | 391     |
| Religious Non-Protestant/Catholic | 4% (6)  | 11% (18)  | 24% (38)  | 31% (48)  | 20% (31)  | 10% (16)                | 156     |
| Evangelical                       | 9% (50)                                       | 24% (134)   | 23% (129)   | 22% (121)   | 16% (88)  | 7% (37)                 | 560     |
| Non-Evangelical                   | 5% (44)                                       | 18% (149)   | 27% (217)   | 24% (195)   | 20% (159)   | 6% (46)                 | 809     |
| Community: Urban                  | 5% (32)                                       | 16% (96)  | 21% (123)   | 29% (173)   | 22% (131)   | 7% (40)                 | 594     |
| Community: Suburban               | 5% (54)                                       | 18% (184)   | 28% (291)   | 26% (271)   | 17% (176)   | 7% (69)                 | 1045    |
| Community: Rural                  | 9% (50)                                       | 19% (107)   | 27% (149)   | 21% (116)   | 16% (91)  | 8% (48)                 | 560     |

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**Table CMSdem5: Which of the following best describes your current behavior?**

| Demographic                   | I am continuing to socialize in public places | I am continuing to socialize in public places, but less than before | I am not going to public places, but I am socializing with friends or family in my or their homes | I am not going to public places or interacting in-person, but I am socializing with friends or family virtually | I am not going to public places nor am I socializing with family or friends | Don't Know / No Opinion | Total N |
|-------------------------------|---|---|---|---|---|-------------------------|---------|
| Adults                        | 6% (136)                                      | 18% (387)   | 26% (562)   | 25% (560)   | 18% (398)   | 7% (157)                | 2200    |
| Employ: Private Sector        | 8% (48)                                       | 22% (132)   | 25% (155)   | 23% (142)   | 19% (118)   | 3% (17)                 | 613     |
| Employ: Government            | 7% (11)                                       | 17% (27)  | 31% (48)  | 27% (41)  | 12% (19)  | 6% (9)                  | 154     |
| Employ: Self-Employed         | 10% (18)                                      | 17% (31)  | 25% (44)  | 26% (46)  | 15% (26)  | 7% (13)                 | 177     |
| Employ: Homemaker             | 9% (12)                                       | 15% (20)  | 24% (32)  | 27% (37)  | 16% (22)  | 9% (11)                 | 135     |
| Employ: Retired               | 3% (15)                                       | 15% (73)  | 25% (124)   | 25% (122)   | 27% (132)   | 5% (26)                 | 492     |
| Employ: Unemployed            | 6% (19)                                       | 16% (53)  | 23% (73)  | 22% (72)  | 18% (58)  | 15% (50)                | 323     |
| Employ: Other                 | 5% (7)  | 19% (26)  | 24% (34)  | 27% (37)  | 12% (17)  | 13% (18)                | 140     |
| Military HH: Yes              | 7% (24)                                       | 15% (52)  | 27% (93)  | 27% (92)  | 21% (73)  | 3% (10)                 | 343     |
| Military HH: No               | 6% (112)                                      | 18% (335)   | 25% (469)   | 25% (469)   | 18% (325)   | 8% (146)                | 1857    |
| RD/WT: Right Direction        | 11% (65)                                      | 24% (141)   | 24% (142)   | 18% (106)   | 14% (80)  | 8% (49)                 | 583     |
| RD/WT: Wrong Track            | 4% (71)                                       | 15% (246)   | 26% (421)   | 28% (455)   | 20% (318)   | 7% (107)                | 1617    |
| Trump Job Approve             | 12% (100)                                     | 24% (199)   | 25% (215)   | 19% (157)   | 14% (115)   | 7% (60)                 | 845     |
| Trump Job Disapprove          | 3% (33)                                       | 14% (176)   | 27% (336)   | 31% (392)   | 22% (276)   | 4% (54)                 | 1268    |
| Trump Job Strongly Approve    | 14% (63)                                      | 26% (121)   | 20% (94)  | 19% (88)  | 14% (64)  | 7% (33)                 | 464     |
| Trump Job Somewhat Approve    | 10% (36)                                      | 20% (78)  | 32% (121)   | 18% (69)  | 13% (50)  | 7% (27)                 | 381     |
| Trump Job Somewhat Disapprove | 3% (8)  | 22% (51)  | 31% (71)  | 24% (54)  | 18% (41)  | 2% (5)                  | 230     |
| Trump Job Strongly Disapprove | 2% (26)                                       | 12% (126)   | 26% (265)   | 33% (337)   | 23% (235)   | 5% (49)                 | 1037    |
| Favorable of Trump            | 12% (100)                                     | 24% (197)   | 26% (214)   | 17% (137)   | 14% (114)   | 6% (52)                 | 814     |
| Unfavorable of Trump          | 2% (31)                                       | 14% (178)   | 26% (335)   | 31% (402)   | 21% (272)   | 5% (59)                 | 1278    |
| Very Favorable of Trump       | 14% (64)                                      | 25% (114)   | 22% (102)   | 19% (86)  | 14% (65)  | 7% (33)                 | 465     |
| Somewhat Favorable of Trump   | 10% (36)                                      | 24% (83)  | 32% (112)   | 15% (51)  | 14% (49)  | 5% (19)                 | 349     |
| Somewhat Unfavorable of Trump | 7% (14)                                       | 20% (41)  | 28% (57)  | 29% (60)  | 15% (30)  | 2% (3)                  | 205     |
| Very Unfavorable of Trump     | 2% (17)                                       | 13% (137)   | 26% (278)   | 32% (342)   | 23% (242)   | 5% (56)                 | 1072    |

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**Table CMSdem5:** Which of the following best describes your current behavior?

| Demographic                          | I am continuing to socialize in public places | I am continuing to socialize in public places, but less than before | I am not going to public places, but I am socializing with friends or family in my or their homes | I am not going to public places or interacting in-person, but I am socializing with friends or family virtually | I am not going to public places nor am I socializing with family or friends | Don't Know / No Opinion | Total N |
|--------------------------------------|---|---|---|---|---|-------------------------|---------|
| Adults                               | 6% (136)                                      | 18% (387)   | 26% (562)   | 25% (560)   | 18% (398)   | 7% (157)                | 2200    |
| #1 Issue: Economy                    | 6% (45)                                       | 22% (159)   | 27% (193)   | 25% (183)   | 13% (96)  | 6% (45)                 | 722     |
| #1 Issue: Security                   | 15% (40)                                      | 19% (49)  | 22% (59)  | 24% (63)  | 14% (37)  | 6% (16)                 | 263     |
| #1 Issue: Health Care                | 3% (13)                                       | 13% (54)  | 28% (119)   | 32% (135)   | 20% (87)  | 5% (19)                 | 427     |
| #1 Issue: Medicare / Social Security | 5% (13)                                       | 15% (42)  | 21% (60)  | 19% (53)  | 28% (80)  | 12% (33)                | 282     |
| #1 Issue: Women's Issues             | 3% (3)  | 16% (18)  | 29% (32)  | 26% (29)  | 22% (25)  | 5% (5)                  | 111     |
| #1 Issue: Education                  | 5% (6)  | 20% (27)  | 28% (37)  | 25% (33)  | 6% (8)  | 16% (21)                | 132     |
| #1 Issue: Energy                     | 10% (9)                                       | 16% (14)  | 26% (23)  | 25% (22)  | 20% (17)  | 3% (2)                  | 88      |
| #1 Issue: Other                      | 4% (7)  | 14% (24)  | 22% (39)  | 25% (44)  | 27% (47)  | 8% (14)                 | 175     |
| 2018 House Vote: Democrat            | 2% (18)                                       | 15% (117)   | 23% (178)   | 29% (223)   | 23% (176)   | 6% (47)                 | 760     |
| 2018 House Vote: Republican          | 12% (73)                                      | 22% (136)   | 26% (159)   | 21% (128)   | 16% (96)  | 4% (23)                 | 616     |
| 2018 House Vote: Someone else        | 7% (5)  | 14% (10)  | 18% (12)  | 29% (20)  | 29% (20)  | 4% (2)                  | 70      |
| 2016 Vote: Hillary Clinton           | 2% (16)                                       | 15% (102)   | 24% (164)   | 30% (210)   | 23% (155)   | 6% (42)                 | 689     |
| 2016 Vote: Donald Trump              | 11% (73)                                      | 24% (156)   | 26% (169)   | 20% (132)   | 15% (100)   | 4% (28)                 | 658     |
| 2016 Vote: Other                     | 6% (10)                                       | 15% (24)  | 25% (39)  | 29% (46)  | 17% (27)  | 7% (11)                 | 157     |
| 2016 Vote: Didn't Vote               | 5% (37)                                       | 15% (104)   | 27% (190)   | 25% (173)   | 17% (115)   | 11% (76)                | 696     |
| Voted in 2014: Yes                   | 7% (85)                                       | 19% (241)   | 24% (295)   | 25% (313)   | 21% (259)   | 5% (62)                 | 1255    |
| Voted in 2014: No                    | 5% (51)                                       | 15% (146)   | 28% (267)   | 26% (247)   | 15% (139)   | 10% (95)                | 945     |
| 2012 Vote: Barack Obama              | 4% (33)                                       | 15% (117)   | 24% (186)   | 30% (235)   | 21% (166)   | 6% (49)                 | 785     |
| 2012 Vote: Mitt Romney               | 10% (49)                                      | 23% (112)   | 27% (134)   | 19% (94)  | 18% (87)  | 4% (20)                 | 496     |
| 2012 Vote: Other                     | 10% (8)                                       | 19% (15)  | 18% (15)  | 23% (19)  | 26% (21)  | 5% (4)                  | 83      |
| 2012 Vote: Didn't Vote               | 5% (46)                                       | 17% (141)   | 27% (224)   | 26% (212)   | 15% (124)   | 10% (83)                | 831     |

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**Table CMSdem5:** Which of the following best describes your current behavior?

| Demographic                           | I am continuing to socialize in public places | I am continuing to socialize in public places, but less than before | I am not going to public places, but I am socializing with friends or family in my or their homes | I am not going to public places or interacting in-person, but I am socializing with friends or family virtually | I am not going to public places nor am I socializing with family or friends | Don't Know / No Opinion | Total N |
|---------------------------------------|---|---|---|---|---|-------------------------|---------|
| Adults                                | 6% (136)                                      | 18% (387)   | 26% (562)   | 25% (560)   | 18% (398)   | 7% (157)                | 2200    |
| 4-Region: Northeast                   | 5% (22)                                       | 16% (64)  | 31% (123)   | 26% (101)   | 19% (73)  | 3% (11)                 | 394     |
| 4-Region: Midwest                     | 7% (31)                                       | 20% (90)  | 29% (134)   | 22% (102)   | 15% (71)  | 7% (34)                 | 462     |
| 4-Region: South                       | 8% (67)                                       | 20% (163)   | 21% (175)   | 25% (205)   | 18% (146)   | 8% (68)                 | 824     |
| 4-Region: West                        | 3% (17)                                       | 14% (71)  | 25% (130)   | 29% (152)   | 21% (108)   | 8% (43)                 | 520     |
| Frequent Flyer                        | 6% (16)                                       | 20% (54)  | 27% (73)  | 28% (77)  | 16% (44)  | 3% (9)                  | 273     |
| International Travel                  | 7% (30)                                       | 16% (68)  | 27% (115)   | 26% (111)   | 20% (84)  | 3% (13)                 | 420     |
| Sports fans                           | 7% (97)                                       | 19% (284)   | 27% (390)   | 24% (356)   | 17% (252)   | 5% (79)                 | 1457    |
| Heard a lot/some about new H1N1       | 6% (55)                                       | 18% (175)   | 25% (246)   | 30% (296)   | 19% (190)   | 3% (34)                 | 997     |
| Heard not much/nothing about new H1N1 | 7% (81)                                       | 18% (212)   | 26% (316)   | 22% (264)   | 17% (208)   | 10% (122)               | 1203    |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table CMSdem6:** How concerned are you about the COVID-19 pandemic (coronavirus)?

| Demographic              | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|--------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                   | 50%            | (1106) | 33%                | (722) | 9%                 | (193) | 5%                   | (117) | 3%                      | (62) | 2200    |
| Gender: Male             | 45%            | (479)  | 35%                | (371) | 10%                | (110) | 7%                   | (70)  | 3%                      | (32) | 1062    |
| Gender: Female           | 55%            | (627)  | 31%                | (351) | 7%                 | (83)  | 4%                   | (48)  | 3%                      | (29) | 1138    |
| Age: 18-34               | 53%            | (345)  | 29%                | (193) | 9%                 | (61)  | 3%                   | (22)  | 5%                      | (35) | 655     |
| Age: 35-44               | 44%            | (158)  | 35%                | (126) | 8%                 | (28)  | 10%                  | (36)  | 3%                      | (10) | 358     |
| Age: 45-64               | 49%            | (367)  | 34%                | (255) | 10%                | (73)  | 5%                   | (41)  | 2%                      | (15) | 751     |
| Age: 65+                 | 54%            | (237)  | 34%                | (148) | 7%                 | (31)  | 4%                   | (18)  | —                       | (2)  | 436     |
| GenZers: 1997-2012       | 51%            | (173)  | 30%                | (101) | 10%                | (33)  | 4%                   | (12)  | 6%                      | (21) | 340     |
| Millennials: 1981-1996   | 49%            | (240)  | 32%                | (159) | 8%                 | (42)  | 6%                   | (32)  | 4%                      | (19) | 492     |
| GenXers: 1965-1980       | 49%            | (267)  | 34%                | (181) | 7%                 | (40)  | 6%                   | (33)  | 3%                      | (19) | 539     |
| Baby Boomers: 1946-1964  | 50%            | (379)  | 34%                | (259) | 10%                | (75)  | 5%                   | (37)  | —                       | (3)  | 752     |
| PID: Dem (no lean)       | 65%            | (537)  | 27%                | (225) | 4%                 | (36)  | 1%                   | (7)   | 2%                      | (17) | 823     |
| PID: Ind (no lean)       | 44%            | (320)  | 36%                | (262) | 8%                 | (59)  | 6%                   | (46)  | 5%                      | (33) | 720     |
| PID: Rep (no lean)       | 38%            | (248)  | 36%                | (235) | 15%                | (99)  | 10%                  | (63)  | 2%                      | (11) | 657     |
| PID/Gender: Dem Men      | 61%            | (221)  | 30%                | (109) | 6%                 | (20)  | 1%                   | (3)   | 2%                      | (6)  | 360     |
| PID/Gender: Dem Women    | 68%            | (316)  | 25%                | (116) | 3%                 | (15)  | 1%                   | (4)   | 2%                      | (11) | 462     |
| PID/Gender: Ind Men      | 40%            | (145)  | 38%                | (138) | 8%                 | (30)  | 8%                   | (28)  | 6%                      | (21) | 362     |
| PID/Gender: Ind Women    | 49%            | (175)  | 35%                | (124) | 8%                 | (29)  | 5%                   | (18)  | 3%                      | (12) | 358     |
| PID/Gender: Rep Men      | 33%            | (113)  | 36%                | (124) | 18%                | (60)  | 11%                  | (38)  | 1%                      | (5)  | 339     |
| PID/Gender: Rep Women    | 43%            | (136)  | 35%                | (111) | 12%                | (39)  | 8%                   | (25)  | 2%                      | (6)  | 318     |
| Ideo: Liberal (1-3)      | 68%            | (437)  | 26%                | (169) | 3%                 | (22)  | 2%                   | (10)  | 1%                      | (7)  | 644     |
| Ideo: Moderate (4)       | 49%            | (282)  | 35%                | (201) | 8%                 | (46)  | 5%                   | (27)  | 3%                      | (16) | 572     |
| Ideo: Conservative (5-7) | 36%            | (260)  | 39%                | (284) | 15%                | (109) | 9%                   | (66)  | 1%                      | (5)  | 724     |
| Educ: < College          | 49%            | (740)  | 32%                | (481) | 9%                 | (141) | 6%                   | (95)  | 4%                      | (55) | 1512    |
| Educ: Bachelors degree   | 50%            | (223)  | 38%                | (170) | 7%                 | (33)  | 3%                   | (13)  | 1%                      | (5)  | 444     |
| Educ: Post-grad          | 59%            | (143)  | 29%                | (71)  | 8%                 | (19)  | 4%                   | (9)   | 1%                      | (1)  | 244     |
| Income: Under 50k        | 50%            | (596)  | 31%                | (370) | 8%                 | (92)  | 6%                   | (77)  | 5%                      | (54) | 1189    |
| Income: 50k-100k         | 50%            | (334)  | 35%                | (230) | 10%                | (68)  | 4%                   | (27)  | 1%                      | (4)  | 662     |
| Income: 100k+            | 50%            | (175)  | 35%                | (123) | 10%                | (33)  | 4%                   | (14)  | 1%                      | (4)  | 349     |
| Ethnicity: White         | 47%            | (809)  | 34%                | (591) | 10%                | (177) | 6%                   | (102) | 2%                      | (43) | 1722    |
| Ethnicity: Hispanic      | 60%            | (209)  | 26%                | (89)  | 7%                 | (24)  | 3%                   | (12)  | 4%                      | (15) | 349     |
| Ethnicity: Afr. Am.      | 64%            | (177)  | 25%                | (68)  | 3%                 | (9)   | 3%                   | (8)   | 4%                      | (12) | 274     |

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**Table CMSdem6:** *How concerned are you about the COVID-19 pandemic (coronavirus)?*

| Demographic                       | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|-----------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
| Adults                            | 50%            | (1106) | 33%                | (722) | 9%                 | (193) | 5%                   | (117) | 3%                      | (62) | 2200    |
| Ethnicity: Other                  | 59%            | (120)  | 31%                | (63)  | 4%                 | (7)   | 3%                   | (7)   | 3%                      | (7)  | 204     |
| All Christian                     | 49%            | (504)  | 35%                | (360) | 10%                | (99)  | 5%                   | (48)  | 2%                      | (17) | 1029    |
| All Non-Christian                 | 66%            | (81)   | 27%                | (33)  | 3%                 | (4)   | 1%                   | (1)   | 3%                      | (3)  | 122     |
| Atheist                           | 52%            | (69)   | 36%                | (48)  | 7%                 | (9)   | 5%                   | (6)   | 1%                      | (1)  | 133     |
| Agnostic/Nothing in particular    | 51%            | (269)  | 31%                | (162) | 7%                 | (37)  | 5%                   | (26)  | 6%                      | (31) | 526     |
| Something Else                    | 47%            | (183)  | 31%                | (120) | 11%                | (44)  | 9%                   | (35)  | 2%                      | (9)  | 391     |
| Religious Non-Protestant/Catholic | 63%            | (98)   | 29%                | (45)  | 5%                 | (8)   | 1%                   | (2)   | 2%                      | (3)  | 156     |
| Evangelical                       | 44%            | (247)  | 35%                | (194) | 11%                | (63)  | 8%                   | (43)  | 2%                      | (13) | 560     |
| Non-Evangelical                   | 51%            | (410)  | 33%                | (270) | 9%                 | (77)  | 5%                   | (39)  | 2%                      | (13) | 809     |
| Community: Urban                  | 58%            | (343)  | 30%                | (180) | 6%                 | (38)  | 3%                   | (19)  | 2%                      | (14) | 594     |
| Community: Suburban               | 49%            | (511)  | 35%                | (366) | 8%                 | (86)  | 6%                   | (61)  | 2%                      | (21) | 1045    |
| Community: Rural                  | 45%            | (252)  | 31%                | (176) | 12%                | (68)  | 7%                   | (37)  | 5%                      | (26) | 560     |
| Employ: Private Sector            | 47%            | (290)  | 36%                | (223) | 11%                | (67)  | 4%                   | (26)  | 1%                      | (7)  | 613     |
| Employ: Government                | 50%            | (78)   | 35%                | (53)  | 9%                 | (13)  | 3%                   | (5)   | 3%                      | (5)  | 154     |
| Employ: Self-Employed             | 50%            | (88)   | 28%                | (49)  | 7%                 | (12)  | 10%                  | (17)  | 6%                      | (11) | 177     |
| Employ: Homemaker                 | 50%            | (67)   | 27%                | (37)  | 10%                | (13)  | 9%                   | (11)  | 5%                      | (7)  | 135     |
| Employ: Retired                   | 53%            | (263)  | 34%                | (167) | 8%                 | (40)  | 5%                   | (23)  | —                       | (1)  | 492     |
| Employ: Unemployed                | 48%            | (156)  | 35%                | (114) | 6%                 | (19)  | 6%                   | (19)  | 5%                      | (15) | 323     |
| Employ: Other                     | 49%            | (69)   | 25%                | (35)  | 10%                | (14)  | 10%                  | (14)  | 5%                      | (7)  | 140     |
| Military HH: Yes                  | 50%            | (170)  | 31%                | (108) | 12%                | (43)  | 5%                   | (18)  | 1%                      | (4)  | 343     |
| Military HH: No                   | 50%            | (936)  | 33%                | (615) | 8%                 | (151) | 5%                   | (99)  | 3%                      | (57) | 1857    |
| RD/WT: Right Direction            | 36%            | (208)  | 36%                | (210) | 14%                | (84)  | 11%                  | (62)  | 3%                      | (18) | 583     |
| RD/WT: Wrong Track                | 56%            | (898)  | 32%                | (512) | 7%                 | (109) | 3%                   | (55)  | 3%                      | (43) | 1617    |
| Trump Job Approve                 | 34%            | (291)  | 37%                | (314) | 16%                | (137) | 11%                  | (90)  | 2%                      | (13) | 845     |
| Trump Job Disapprove              | 62%            | (780)  | 31%                | (394) | 4%                 | (54)  | 2%                   | (23)  | 1%                      | (16) | 1268    |
| Trump Job Strongly Approve        | 34%            | (159)  | 33%                | (152) | 17%                | (78)  | 15%                  | (68)  | 1%                      | (6)  | 464     |
| Trump Job Somewhat Approve        | 35%            | (132)  | 43%                | (162) | 15%                | (59)  | 6%                   | (21)  | 2%                      | (7)  | 381     |
| Trump Job Somewhat Disapprove     | 43%            | (99)   | 47%                | (107) | 8%                 | (18)  | 2%                   | (5)   | 1%                      | (1)  | 230     |
| Trump Job Strongly Disapprove     | 66%            | (681)  | 28%                | (286) | 4%                 | (37)  | 2%                   | (18)  | 1%                      | (15) | 1037    |
| Favorable of Trump                | 34%            | (279)  | 37%                | (303) | 17%                | (136) | 11%                  | (90)  | 1%                      | (6)  | 814     |
| Unfavorable of Trump              | 62%            | (790)  | 31%                | (396) | 4%                 | (51)  | 2%                   | (21)  | 2%                      | (19) | 1278    |

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**Table CMSdem6:** *How concerned are you about the COVID-19 pandemic (coronavirus)?*

| Demographic                          | Very concerned |        | Somewhat concerned |       | Not very concerned |       | Not concerned at all |       | Don't know / No opinion |      | Total N |
|--------------------------------------|----------------|--------|--------------------|-------|--------------------|-------|----------------------|-------|-------------------------|------|---------|
|                                      | %              | (N)    | %                  | (N)   | %                  | (N)   | %                    | (N)   | %                       | (N)  |         |
| Adults                               | 50%            | (1106) | 33%                | (722) | 9%                 | (193) | 5%                   | (117) | 3%                      | (62) | 2200    |
| Very Favorable of Trump              | 32%            | (150)  | 34%                | (158) | 17%                | (80)  | 16%                  | (74)  | 1%                      | (4)  | 465     |
| Somewhat Favorable of Trump          | 37%            | (129)  | 41%                | (145) | 16%                | (56)  | 5%                   | (16)  | 1%                      | (3)  | 349     |
| Somewhat Unfavorable of Trump        | 40%            | (81)   | 50%                | (103) | 7%                 | (14)  | 4%                   | (8)   | —                       | (0)  | 205     |
| Very Unfavorable of Trump            | 66%            | (709)  | 27%                | (293) | 3%                 | (37)  | 1%                   | (14)  | 2%                      | (19) | 1072    |
| #1 Issue: Economy                    | 46%            | (333)  | 35%                | (254) | 11%                | (83)  | 6%                   | (43)  | 1%                      | (9)  | 722     |
| #1 Issue: Security                   | 35%            | (93)   | 35%                | (93)  | 15%                | (39)  | 10%                  | (25)  | 5%                      | (12) | 263     |
| #1 Issue: Health Care                | 60%            | (255)  | 33%                | (139) | 4%                 | (18)  | 1%                   | (6)   | 2%                      | (9)  | 427     |
| #1 Issue: Medicare / Social Security | 56%            | (159)  | 31%                | (88)  | 6%                 | (18)  | 5%                   | (15)  | 1%                      | (2)  | 282     |
| #1 Issue: Women's Issues             | 48%            | (53)   | 41%                | (46)  | 3%                 | (3)   | 4%                   | (5)   | 3%                      | (4)  | 111     |
| #1 Issue: Education                  | 43%            | (57)   | 31%                | (41)  | 9%                 | (12)  | 3%                   | (3)   | 14%                     | (18) | 132     |
| #1 Issue: Energy                     | 54%            | (47)   | 27%                | (24)  | 11%                | (9)   | 6%                   | (5)   | 2%                      | (2)  | 88      |
| #1 Issue: Other                      | 61%            | (108)  | 21%                | (37)  | 6%                 | (11)  | 8%                   | (14)  | 3%                      | (6)  | 175     |
| 2018 House Vote: Democrat            | 67%            | (507)  | 27%                | (205) | 3%                 | (25)  | 1%                   | (7)   | 2%                      | (17) | 760     |
| 2018 House Vote: Republican          | 35%            | (214)  | 39%                | (243) | 15%                | (92)  | 10%                  | (64)  | —                       | (3)  | 616     |
| 2018 House Vote: Someone else        | 53%            | (37)   | 32%                | (23)  | 11%                | (7)   | 4%                   | (3)   | —                       | (0)  | 70      |
| 2016 Vote: Hillary Clinton           | 67%            | (460)  | 27%                | (187) | 4%                 | (25)  | —                    | (3)   | 2%                      | (14) | 689     |
| 2016 Vote: Donald Trump              | 35%            | (229)  | 40%                | (260) | 15%                | (101) | 10%                  | (64)  | —                       | (3)  | 658     |
| 2016 Vote: Other                     | 47%            | (74)   | 32%                | (50)  | 11%                | (17)  | 6%                   | (9)   | 4%                      | (6)  | 157     |
| 2016 Vote: Didn't Vote               | 49%            | (343)  | 32%                | (225) | 7%                 | (49)  | 6%                   | (40)  | 6%                      | (38) | 696     |
| Voted in 2014: Yes                   | 51%            | (640)  | 34%                | (421) | 9%                 | (114) | 5%                   | (68)  | 1%                      | (13) | 1255    |
| Voted in 2014: No                    | 49%            | (466)  | 32%                | (302) | 8%                 | (79)  | 5%                   | (49)  | 5%                      | (48) | 945     |
| 2012 Vote: Barack Obama              | 60%            | (471)  | 31%                | (246) | 5%                 | (37)  | 3%                   | (21)  | 1%                      | (11) | 785     |
| 2012 Vote: Mitt Romney               | 38%            | (189)  | 37%                | (186) | 15%                | (73)  | 9%                   | (46)  | —                       | (2)  | 496     |
| 2012 Vote: Other                     | 39%            | (32)   | 34%                | (28)  | 17%                | (14)  | 11%                  | (9)   | —                       | (0)  | 83      |
| 2012 Vote: Didn't Vote               | 49%            | (410)  | 32%                | (262) | 8%                 | (69)  | 5%                   | (42)  | 6%                      | (48) | 831     |
| 4-Region: Northeast                  | 53%            | (210)  | 33%                | (132) | 8%                 | (33)  | 4%                   | (16)  | 1%                      | (3)  | 394     |
| 4-Region: Midwest                    | 48%            | (222)  | 35%                | (160) | 8%                 | (38)  | 7%                   | (33)  | 2%                      | (10) | 462     |
| 4-Region: South                      | 48%            | (398)  | 31%                | (254) | 10%                | (86)  | 7%                   | (54)  | 4%                      | (32) | 824     |
| 4-Region: West                       | 53%            | (276)  | 34%                | (177) | 7%                 | (36)  | 3%                   | (15)  | 3%                      | (17) | 520     |
| Frequent Flyer                       | 57%            | (156)  | 28%                | (77)  | 6%                 | (17)  | 7%                   | (19)  | 2%                      | (5)  | 273     |
| International Travel                 | 59%            | (247)  | 28%                | (119) | 9%                 | (36)  | 3%                   | (13)  | 1%                      | (5)  | 420     |

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**Table CMSdem6:** *How concerned are you about the COVID-19 pandemic (coronavirus)?*

| <b>Demographic</b>                    | <b>Very concerned</b> |        | <b>Somewhat concerned</b> |       | <b>Not very concerned</b> |       | <b>Not concerned at all</b> |       | <b>Don't know / No opinion</b> |      | <b>Total N</b> |
|---------------------------------------|-----------------------|--------|---------------------------|-------|---------------------------|-------|-----------------------------|-------|--------------------------------|------|----------------|
| Adults                                | 50%                   | (1106) | 33%                       | (722) | 9%                        | (193) | 5%                          | (117) | 3%                             | (62) | 2200           |
| Sports fans                           | 51%                   | (741)  | 33%                       | (487) | 10%                       | (140) | 4%                          | (62)  | 2%                             | (27) | 1457           |
| Heard a lot/some about new H1N1       | 58%                   | (578)  | 30%                       | (304) | 7%                        | (69)  | 4%                          | (39)  | 1%                             | (7)  | 997            |
| Heard not much/nothing about new H1N1 | 44%                   | (528)  | 35%                       | (419) | 10%                       | (124) | 6%                          | (78)  | 5%                             | (55) | 1203           |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

| Demographic      | Group                    | Frequency | Percentage |
|------------------|--------------------------|-----------|------------|
| xdemAll          | Adults                   | 2200      | 100%       |
| xdemGender       | Gender: Male             | 1062      | 48%        |
|                  | Gender: Female           | 1138      | 52%        |
|                  | N                        | 2200      |            |
| age              | Age: 18-34               | 655       | 30%        |
|                  | Age: 35-44               | 358       | 16%        |
|                  | Age: 45-64               | 751       | 34%        |
|                  | Age: 65+                 | 436       | 20%        |
|                  | N                        | 2200      |            |
| demAgeGeneration | GenZers: 1997-2012       | 340       | 15%        |
|                  | Millennials: 1981-1996   | 492       | 22%        |
|                  | GenXers: 1965-1980       | 539       | 25%        |
|                  | Baby Boomers: 1946-1964  | 752       | 34%        |
|                  | N                        | 2122      |            |
| xpid3            | PID: Dem (no lean)       | 823       | 37%        |
|                  | PID: Ind (no lean)       | 720       | 33%        |
|                  | PID: Rep (no lean)       | 657       | 30%        |
|                  | N                        | 2200      |            |
| xpidGender       | PID/Gender: Dem Men      | 360       | 16%        |
|                  | PID/Gender: Dem Women    | 462       | 21%        |
|                  | PID/Gender: Ind Men      | 362       | 16%        |
|                  | PID/Gender: Ind Women    | 358       | 16%        |
|                  | PID/Gender: Rep Men      | 339       | 15%        |
|                  | PID/Gender: Rep Women    | 318       | 14%        |
|                  | N                        | 2200      |            |
| xdemIdeo3        | Ideo: Liberal (1-3)      | 644       | 29%        |
|                  | Ideo: Moderate (4)       | 572       | 26%        |
|                  | Ideo: Conservative (5-7) | 724       | 33%        |
|                  | N                        | 1940      |            |
| xeduc3           | Educ: < College          | 1512      | 69%        |
|                  | Educ: Bachelors degree   | 444       | 20%        |
|                  | Educ: Post-grad          | 244       | 11%        |
|                  | N                        | 2200      |            |

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**Summary Statistics of Survey Respondent Demographics**

| Demographic    | Group                             | Frequency | Percentage |
|----------------|-----------------------------------|-----------|------------|
| xdemInc3       | Income: Under 50k                 | 1189      | 54%        |
|                | Income: 50k-100k                  | 662       | 30%        |
|                | Income: 100k+                     | 349       | 16%        |
|                | N                                 | 2200      |            |
| xdemWhite      | Ethnicity: White                  | 1722      | 78%        |
| xdemHispBin    | Ethnicity: Hispanic               | 349       | 16%        |
| demBlackBin    | Ethnicity: Afr. Am.               | 274       | 12%        |
| demRaceOther   | Ethnicity: Other                  | 204       | 9%         |
| xdemReligion   | All Christian                     | 1029      | 47%        |
|                | All Non-Christian                 | 122       | 6%         |
|                | Atheist                           | 133       | 6%         |
|                | Agnostic/Nothing in particular    | 526       | 24%        |
|                | Something Else                    | 391       | 18%        |
|                | N                                 | 2200      |            |
| xdemReligOther | Religious Non-Protestant/Catholic | 156       | 7%         |
| xdemEvang      | Evangelical                       | 560       | 25%        |
|                | Non-Evangelical                   | 809       | 37%        |
|                | N                                 | 1370      |            |
| xdemUsr        | Community: Urban                  | 594       | 27%        |
|                | Community: Suburban               | 1045      | 48%        |
|                | Community: Rural                  | 560       | 25%        |
|                | N                                 | 2200      |            |
| xdemEmploy     | Employ: Private Sector            | 613       | 28%        |
|                | Employ: Government                | 154       | 7%         |
|                | Employ: Self-Employed             | 177       | 8%         |
|                | Employ: Homemaker                 | 135       | 6%         |
|                | Employ: Retired                   | 492       | 22%        |
|                | Employ: Unemployed                | 323       | 15%        |
|                | Employ: Other                     | 140       | 6%         |
|                | N                                 | 2034      |            |
| xdemMilHH1     | Military HH: Yes                  | 343       | 16%        |
|                | Military HH: No                   | 1857      | 84%        |
|                | N                                 | 2200      |            |
| xnrl           | RD/WT: Right Direction            | 583       | 26%        |
|                | RD/WT: Wrong Track                | 1617      | 74%        |
|                | N                                 | 2200      |            |

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**Summary Statistics of Survey Respondent Demographics**

| Demographic    | Group                                | Frequency | Percentage |
|----------------|--------------------------------------|-----------|------------|
| Trump_Approve  | Trump Job Approve                    | 845       | 38%        |
|                | Trump Job Disapprove                 | 1268      | 58%        |
|                | N                                    | 2112      |            |
| Trump_Approve2 | Trump Job Strongly Approve           | 464       | 21%        |
|                | Trump Job Somewhat Approve           | 381       | 17%        |
|                | Trump Job Somewhat Disapprove        | 230       | 10%        |
|                | Trump Job Strongly Disapprove        | 1037      | 47%        |
|                | N                                    | 2112      |            |
| Trump_Fav      | Favorable of Trump                   | 814       | 37%        |
|                | Unfavorable of Trump                 | 1278      | 58%        |
|                | N                                    | 2092      |            |
| Trump_Fav_FULL | Very Favorable of Trump              | 465       | 21%        |
|                | Somewhat Favorable of Trump          | 349       | 16%        |
|                | Somewhat Unfavorable of Trump        | 205       | 9%         |
|                | Very Unfavorable of Trump            | 1072      | 49%        |
|                | N                                    | 2092      |            |
| xnr3           | #1 Issue: Economy                    | 722       | 33%        |
|                | #1 Issue: Security                   | 263       | 12%        |
|                | #1 Issue: Health Care                | 427       | 19%        |
|                | #1 Issue: Medicare / Social Security | 282       | 13%        |
|                | #1 Issue: Women's Issues             | 111       | 5%         |
|                | #1 Issue: Education                  | 132       | 6%         |
|                | #1 Issue: Energy                     | 88        | 4%         |
|                | #1 Issue: Other                      | 175       | 8%         |
|                | N                                    | 2200      |            |
| xsubVote18O    | 2018 House Vote: Democrat            | 760       | 35%        |
|                | 2018 House Vote: Republican          | 616       | 28%        |
|                | 2018 House Vote: Someone else        | 70        | 3%         |
|                | N                                    | 1445      |            |
| xsubVote16O    | 2016 Vote: Hillary Clinton           | 689       | 31%        |
|                | 2016 Vote: Donald Trump              | 658       | 30%        |
|                | 2016 Vote: Other                     | 157       | 7%         |
|                | 2016 Vote: Didn't Vote               | 696       | 32%        |
|                | N                                    | 2199      |            |
| xsubVote14O    | Voted in 2014: Yes                   | 1255      | 57%        |
|                | Voted in 2014: No                    | 945       | 43%        |
|                | N                                    | 2200      |            |

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**Summary Statistics of Survey Respondent Demographics**

| Demographic | Group                                 | Frequency | Percentage |
|-------------|---------------------------------------|-----------|------------|
| xsubVote12O | 2012 Vote: Barack Obama               | 785       | 36%        |
|             | 2012 Vote: Mitt Romney                | 496       | 23%        |
|             | 2012 Vote: Other                      | 83        | 4%         |
|             | 2012 Vote: Didn't Vote                | 831       | 38%        |
|             | N                                     | 2196      |            |
| xreg4       | 4-Region: Northeast                   | 394       | 18%        |
|             | 4-Region: Midwest                     | 462       | 21%        |
|             | 4-Region: South                       | 824       | 37%        |
|             | 4-Region: West                        | 520       | 24%        |
|             | N                                     | 2200      |            |
| CMSxdem1    | Frequent Flyer                        | 273       | 12%        |
| CMSxdem2    | International Travel                  | 420       | 19%        |
| CMSxdem3    | Sports fans                           | 1457      | 66%        |
| CMSxdem4    | Heard a lot/some about new H1N1       | 997       | 45%        |
| CMSxdem5    | Heard not much/nothing about new H1N1 | 1203      | 55%        |

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

